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Automotive News

Detroit, August 3, 1981

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56th year—$40 per year, $1.00 per copy

Automotive News World Expo slated for 1982

A worldwide automotive business exposition, geared to meet the needs of vehicle manufacturers and suppliers, will be produced and staged in Detroit next summer by AUTOMOTIVE NEWS.

Christened Automotive News World Expo, it will run in tandem with the seventh annual Automotive News World Congress. Together, the two industry affairs will comprise Automotive News World Week, an industry extravaganza running for six days in the heart of Detroit—the auto capital of the world.

The Automotive News World Congress will return to the Detroit Plaza Hotel in the Renaissance Center, opening Sunday, Aug. 22, and closing on Wednesday, Aug. 25.

Nearby, in Detroit's gigantic Cobo Hall, the Automotive News World Expo will open on Tuesday, Aug. 24, and close on Friday, Aug. 27.

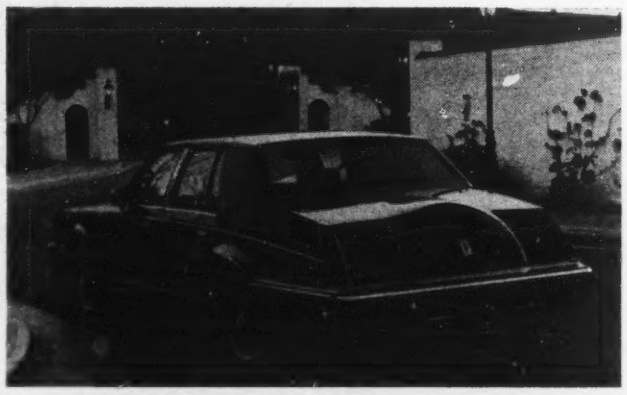
The Automotive News World Congress will continue as a high-intensity, educational seminar.

"We expect Automotive News World Expo to bring together buyers and sellers in the OEM market, thus providing a service available nowhere else in the world," said Keith E. Crain, publisher and editorial director of AUTOMOTIVE NEWS.

"Detroit is widely accepted as the hub of the world automotive industry," Crain continued. "It is our intent to make Automotive News World Expo the automotive marketplace of the world."

Crain said that the outstanding success of the Automotive News World Congress over the past six years led to the determination to expand AUTOMOTIVE NEWS' service and support to the industry through the organization of the business exposition.

Continental bows



Downsized luxury for Lincoln

Lincoln-Mercury Division hopes to sell 30,000 to 40,000 of its 1982 Continentals, smallest of the division's luxury cars. Wheelbase is 108.5 inches, and overall length is 201 inches. Standard engine is a new 3.8-liter V-6, and a 5.0-liter V-8 is optional. Story and another picture are on Page 7.

1st-half dealer mortality eases; 325 outlets close

By John K. Teahen Jr.
Managing Editor

The first half of 1981 brought a definite slowdown in the decline in the number of dealerships handling domestic makes of passenger cars.

The loss was large, much larger than it would have been if the industry were healthy. But it was not nearly so devastating as the dropoff in the first half of 1980.

The latest AUTOMOTIVE NEWS census found 21,447 domestic-car outlets on July 1 of this year, down 325 from the 21,772 in operation on Jan. 1.

By comparison, the industry lost 930 dealerships in the first half of 1980—nearly three times as many.

The second quarter was especially encouraging, if that term can be used to characterize another loss. The April-June dip amounted to 104 establishments. It was less than half of the 221 outlets that faded away in the first quarter.

And it was only a fraction of the 672-unit bloodbath in the second quarter of 1980, the worst quarter ever.

The second quarter resulted in the industry's smallest decline in two years. It was just two years ago that the horrendous downturn in new-car dealerships began, a slide that cost the industry 1,607 outlets in calendar 1980.

April-June was a delight for Chrysler Corp. In addition to making a profit, the corporation increased its dealer total by 10, its first quarterly gain since the fourth period of 1977. By comparison, Chrysler Corp. lost 261 dealers in the second quarter of 1980.

• Getting back to the six-month story, American Motors showed a dip of 28 outlets this year. Chrysler was down 41, and there were drops of 135 at General Motors and 141 at Ford Motor. That totals 345. A change in the number of intercorporate duals reduced the industry's slip to 325.

There are fewer intercorporate duals than there were a year ago. When such a dealership gives up the line of one manufacturer, it does not reduce the industry's total because the point continues in business.

The improved climate can be measured by comparing this year's losses with those of 1980. Chrysler is down 41, but it had a staggering decline of 413 outlets in the first half of 1980. Ford's 141 compares with 331,

Continued Page 49, Col. 1

U. S. CAR OUTLETS

	July 1, 1981	Jan. 1, 1981
American Motors	1,635	1,663
Chrysler Corp.	3,782	3,823
Ford Motor Co.	5,820	5,961
General Motors	10,925	11,060
Totals	22,162	22,507
Minus Intercorporate Duals	715	735
NET OUTLETS	21,447	21,772

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Biggest increase in 30 months

Service Index scores major gain

By Francis J. Gawronski
Service Editor

With all indicators registering healthy gains, new-car dealers' service and parts business in June scored its biggest increase in 30 months.

As measured by the Automotive News Service Index, June service and parts volume amounted to 116.6 percent of the volume recorded in the same month a year ago.

June's increase was the best since January, 1979, when the reading was 121.1, the second highest in the 20-year history of the Service Index.

June also marked the fourth consecutive month in which dealers' shop volume has shown an increase over the comparable year-earlier figure. The last time shop business registered four or more consecutive monthly gains was in May, 1979. In May of this year, shop business was 102.0 percent of the year-ago business.

All five indicators used in the Service Index scored impressive increases in June, with the top gainer being sales of all parts and P&As. These sales were up 21.3 percent over the sales in the same month a year ago.

A notch behind the sale of parts and P&As in second place was gross profit on all labor, parts and P&A sales—the most important indicator to dealers. In June, this indicator was 21.2 percent above the year-ago figure.

Shop parts sales (those used in customer-paid and warranty repairs) increased 19.6 percent, while total labor sales (customer-paid and warranty) were up 14.2 percent over last year's total. Repair orders written were up 5.7 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first half of 1980, dealers' shop volume amounted to 105.4 percent of the corresponding period of 1979, an improvement over the 102.4 percent showing for the five-month period.

Leading indicator for the period was sales of all parts and P&As, up 8.7 percent, followed by gross profit, up 8.5 percent.

Shop parts sales were up 4.9 percent, while labor sales climbed 2.1 percent. Repair orders written were down 3.2 percent.

SERVICE INDEX
116.6*

	June, '81 vs. June, '80	6 mos., '81 vs. 6 mos., '80
Gross Profit on All Labor and P&A Sales	+21.2%	+ 8.5%
Repair Orders Written	+ 5.7%	— 3.2%
Total Labor Sales (Customer & Warranty)	+14.2%	+ 2.1%
Shop Parts Sales (Customer & Warranty)	+19.6%	+ 4.9%
Sales of All P&A	+21.3%	+ 8.7%

*—Survey by Automotive News shows that dealers' service and parts business in June, 1981, was 116.6 percent of business in June, 1980. Service business in the three months of 1981 was 105.4 percent of business in the corresponding period in 1980.

breaking news

Makers eye '82 floor-plan aid

DETROIT.—General Motors was scheduled to hold meetings last week with its top dealer council members to discuss a new supplementary floor-plan assistance program for '82. Ford Motor and Chrysler Corp. are also working on programs to help dealers cope with the high cost of floor-plan financing for '82 models.

Freightliner sale wins go-ahead

PALO ALTO, Calif.—After a Justice Department announcement that it would not challenge the sale of Freightliner Corp. to Daimler-Benz AG, Consolidated Freightways, Inc., and the West German car/truck manufacturer were scheduled to finalize the deal last Friday (July 31). Daimler-Benz was expected to turn over about $200 million at the closing and pay almost $100 million over the next two years.

Chrysler sells last of its aircraft

DETROIT.—Chrysler Corp. has sold the remainder of its corporate air force, a company spokesman confirmed. The auto maker, under pressure from the federal loan guarantee board to sell its planes, last month received about $11 million

See BREAKING NEWS, Page 8, Col. 1

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EPA's Walsh quits as Reagan moves to ease Air Act

WASHINGTON.—On the eve of the Reagan Administration's announcement that it intended to work for a substantial rollback of automotive emission standards as part of its proposed revision of the Clean Air Act, a key EPA official said he had enough and would leave the agency immediately.

Michael Walsh, deputy assistant administrator for Mobile Source Air Pollution Control, said only that "I feel I can do more for the things I believe in outside the agency than inside the agency."

Walsh had held the deputy job for more than three years. His decision to leave came as somewhat of a surprise because he had been doing much of the liaison work between the EPA and the Reagan Administration's Clean Air task force on mobile source air pollution.

No replacement has been named.

Meanwhile, the Reagan Administration has run into some unexpected opposition on its plans to rewrite the Clean Air Act. Senate Majority Leader Howard Baker and Senate Environment and Public Works Chairman Robert Stafford, Vermont Republican, recently called the President to warn him it would be counterproductive to take on the fight they envision arising from the wholesale revisions he is considering.

Canada has also let the Administration know that it is not at all pleased by the unwillingness of the U. S. to do something about the acid rain problem.

Acid rain stems from sulfate emission emitted by large electric generating plants and other large coal burning facilities.

New Mexico launches AUTOCAP system

ALBUQUERQUE, N. M.—Panel members have been appointed to AUTOCAP of New Mexico, the complaint resolution system for new-car buyers set up by the New Mexico Automotive Dealers Assn.

Panel members are Jim DiLorenzo, Quality Pontiac; Charles Melloy, Albuquerque Datsun; John Chandler, Frontier Ford; Richard Royman, Albuquerque Public Schools mechanics instructor; Henry "Kiki" Saavedra, New Mexico state representative, and Mary Rask, past president of Common Cause. Jackie Berube is AUTOCAP director.

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56th year — No. 4874

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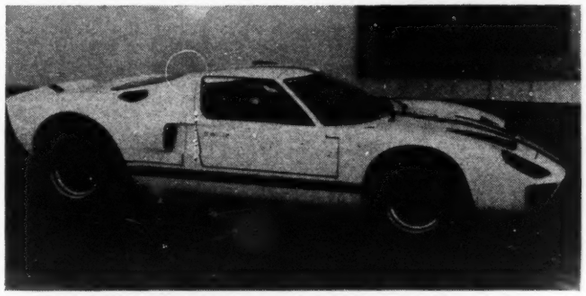

Replica of Ford GT 40 from Switzerland

Italian automotive engineer and coachbuilder Franco Sbarro transforms the De Tomaso Pantera into a look-alike of the Ford GT 40. The finished product, Sbarro Replica GT 40, is a street version of race cars Sbarro also builds at his shop in Switzerland. Transformation cost is about $45,000.

EPA clarifies regulation

Dealers won't be liable for emission failures

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The nation's auto dealers, who have been concerned that EPA's dealer certification regulations make them liable for emission control system failures on new cars, can breathe a little easier.

EPA, working with NADA, has clarified the regulation, making it perfectly clear that it is the manufacturer who is solely liable in the event of an emission control system failure, and not the manufacturer and dealer.

Under the Clean Air Act, auto dealers are required to give the buyer of a new vehicle a certificate that the motor vehicle conforms to the applicable exhaust emissions regulations. Included is a notice that if the vehicle fails an EPA-approved short test, then the vehicle maker must repair the vehicle free of charge under emission performance warranty regulations.

In the furtherance of these requirements EPA, beginning in 1979, also required dealers to make a visual inspection of the vehicle to assure that all emission-related components had been properly installed and to perform all emission-related preparation required by the manufacturer prior to the sale of the vehicle.

NADA had objected to these requirements on the ground that they could be interpreted to require dealers to do actual testing of emission control devices and systems and make them cowarranters of new vehicles.

Those objections never reached the agency because of a mailing foulup.

• That oversight has now been rectified, with the EPA agreeing with NADA's suggested changes of the regulations. Henceforth, EPA will require dealers to furnish to the car buyer at the time of delivery a certificate stating that "based upon written notification furnished by the manufacturer," he believes the vehicle to be covered by a certificate of conformity; that based on a visual inspection of the emission control systems (the inspection is limited to those emission control devices or portions thereof which are visible without removal or adjustment of any component or system of the vehicle) there are no apparent deficiencies in them; that the dealer has performed all the emission system preparations required; that in the event the vehicle fails an EPA approved emission test, as in a tuneup, prior to the expiration of three months or 4,000 miles (if the vehicle fails an I&M test where sanctions are applied the warranty coverage by the maker is for a minimum of 12 months or 24,000 miles and can be as high as 5 years or 50,000 miles) the manufacturer will pay for fixing it, and that "the dealer certification required by the Clean Air Act shall not be construed as either a representation or a warranty, express or implied, by the dealer that the emission control system or any part thereof is without defect nor that the system will properly perform."

EPA's revisions will be effective Aug. 29. Sample certificates will be made available to the dealers before then.

Dealers must contribute to incentive program

GMAC cuts loan rate to 13.8 pct.

By Edward Lapham
and Joseph Bohn

General Motors has fired what might prove to be the opening salvo in the next round of retail incentives by devising a finance charge rate cut for retail contracts purchased by its captive General Motors Acceptance Corp. It rolls back the initial interest rate to 13.8 percent until Aug. 31.

The preferential financing rate program was announced less than one week after Chevrolet General Manager Robert Lund told the Automotive News World Congress GM had no rebate program in the works but might consider dealer incentive programs or value packages to get "more bang" for its buck.

The program was announced simultaneously by GMAC President Robert F. Murphy and GM Marketing Vice President Robert D. Burger. To the retail customer, GMAC said the fixed loan interest rate of 13.8 percent would offer average savings of $550 for cars financed through GMAC.

The fixed rate is available on new-car purchase contracts only, and is applicable to recourse and non-recourse alike. Truck and lease contracts are excluded.

The finance company did say, however, that the savings to individual customers will vary depending on the price of the new car, the amount and length of the contract as well as the prevailing interest rates in local communities.

For example, a GMAC spokesman said, the company has calculated that in Alabama where the interest rate is held to 17 percent by a usury law, the average savings will be about $470, while in Connecticut, where the interest rate is held to 15 percent, the average savings will be about $420 over the life of the contract.

Like other recent GM incentive programs, participating dealers will contribute to the ultimate retail savings. One GM dealer, who said he will participate, explained the contribution.

He said GMAC will pay him only 30 percent of his average reserve for June. That is, he will be contributing about 70 percent of his normal finance profit to the program. For a typical deal, that will mean this dealer will keep $60 rather than $200 on a finance contract.

Last week some dealers grumbled the new program will deprive them of extra income that they can't extract from the retail customer simply by raising the price of the car, as they did with the earlier contributory rebate programs.

Others, however, responded positively. One GMAC official said late in the week the response had been "fabulous" and he expects most GM dealers to participate.

The program is less costly to the dealer than a similar one Ford Motor Co. and its subsidiary Ford Credit ran earlier in the year on certain slow-selling models, one source said.

GMAC also is bearing the entire advertising costs.

The ad program, called the "most comprehensive" in GMAC's history, began last week with full-page newspaper ads in 230 newspapers in 50 top markets.

Newspaper advertising will feature the average savings for the market area, GMAC said, based on prevailing interest rates being rolled back, usury law ceilings and other factors.

The "GMAC 13.8 Percent August Super Saver" will also be touted in network TV, network radio, spot radio and magazines.

Network TV means three major networks with four weeks of primetime commercials, including as many as possible in the newscast slots used effectively in an earlier GMAC campaign. Magazine advertising will include the five major newsweeklies, with two insertions during the weeks of Aug. 3 and Aug. 10.

Network radio advertising involves five networks on which GMAC previously had bought time and was running spots which the finance company began to convert to the new program last week. The network radio ads are scheduled to run until Aug. 15, although GMAC made a spot buy in spot radio

Continued on Page 49, Col. 1

Jim Plogus

Current event

Paul J. Brown, an Automotive News World Congress faculty member and director of Electric and Hybrid Vehicles Division of the Department of Energy, examines electric car on display with Roger Vincent, Bankers Trust, New York.

Cancer claims dealer who infiltrated mob

LODI, Calif. — Lou Peters, a Pontiac and Cadillac dealer here who helped send mob boss Joseph Bonanno Sr. to prison, has died of cancer.

Peters, 49, was contacted in 1977 by a group of persons willing to buy his dealership for $2 million, approximately twice its value. Suspicious, he went to the FBI, where agents suspected the mob wanted the dealership as a front to launder illegally obtained money.

At the request of the FBI, Peters worked undercover for the next three years.

He got a legal separation from his wife of 20 years and left his family to work his way into the Bonanno organization.

Last summer, he was the key witness in the trial that sent Bonanno to prison on federal charges of conspiring to obstruct justice.

After the trial, Peters remarried his wife Miriam and was reunited with his family.

"I did it for one reason. I felt it was the right thing to do and I didn't want those animals coming into this community," he said in an interview last October.

Earlier this summer, Peters was presented with the Meritorious Service Award for "setting new standards of valor and patriotism" by U. S. Attorney General William French Smith.

Dealer group formed by five in Buffalo area

AMHERST, N.Y.—The Main-Transit Auto Dealers Assn. has been formed by five dealers in the Amherst-Clarence area, near Buffalo.

The dealerships are Glen Campbell Chevrolet, Jim Culligan Pontiac-Volvo, Transitowne Dodge, Al Maroone Ford and Holiday Oldsmobile-Jeep-AMC-Renault.

Downsized luxury model for L-M

Smaller Continental to debut for '82

The name and size are short and sweet for a product with a king-size heritage.

Just call Ford Motor Co.'s newest car the Continental. The 1982 model from Lincoln-Mercury Division will be the company's smallest U. S.-made luxury offering.

It will weigh 3,555 pounds, about 500 pounds less than the regular Lincoln. Its wheelbase (108.5 inches) and overall length (201 inches) match up closely with L-M's Cougar XR-7, making it about a foot-and-a-half shorter than Lincoln and Mark VI four-door sedans.

"We're hoping to sell 30,000 to 40,000 Continentals. That would be nice added volume," Philip E. Benton, vice president of sales operations for Ford North American Automotive Operations (NAAO), told AUTOMOTIVE NEWS.

Continental will be available as a four-door, five-passenger model in three series — base, Signature and Designer (Givenchy). Among other touches, Signature will have dual-shade paint in three special color combinations. Givenchy also gets special paint and rear roof- pillar treatment.

Continental's design starts with a Lincoln-style grille and ends with a Mark VI-inspired spare-tire-type contoured decklid.

"The objective was to achieve a formal, sophisticated, contemporary car, and we were very influenced by aerodynamics," John J. Telnack Jr., NAAO's chief design executive, told AUTOMOTIVE NEWS. "We first developed the total shape of the car, then cut the details in — we didn't add them on."

Telnack added, "Nothing looks applied, except the spare-tire contour, a very strong identifier."

• The Ford design executive said, "Our engineers outdid themselves on ride and handling."

A test-track drive indicates he's right. That comes in large part from an industry first — gas-pressurized struts and shock absorbers — and four-wheel, hydraulically boosted disk brakes.

Other features include self-sealing tires as standard equipment for the first time on a production car (Lincoln-Mercury marketers are expected to promote it as "super tire").

The tires are mounted on forged aluminum wheels, also said to be a first for a standard-equipped car.

Continental's standard engine will be a new 3.8-liter V-6. At 311 pounds, it weighs 130 pounds less than L-M's 4.2-liter V-8 and 64 pounds less than Buick's 3.8-liter V-6.

The optional powerplant is Ford's 5.0-liter V-8. Both engines team with four-speed automatic overdrive transmission.

Preliminary tests indicate projected fuel-economy estimates of 18 MPG (26 MPG highway) with the V-6, and 16 MPG (24 MPG highway) with the V-8.

The most striking interior feature is a "second generation" electronic instrument panel with message center.

Placed directly in the center of a new instrument-panel layout, it provides time, date, speed, distance and fuel-related data. A 12-button keyboard can be programmed to record and display trip information.

Continental a four-door only

Lincoln-Mercury's new Continental will be offered only as a four-door sedan for 1982. It's the smallest of the division's luxury cars and joins the regular Lincoln and the Mark VI at the top of the line. New features include self-sealing tires mounted on forged aluminum wheels. Inside, there's a "second-generation" electronic instrument panel with message center.

Caserio retires; GM vice president headed 4 divisions

DETROIT. — Martin J. Caserio has retired from General Motors after a 44-year career in which he headed four divisions and was a vice president and group executive. Caserio was 65 on July 16.

He has been vice president and assistant to the president since January of this year. His general manager assignments included the top jobs at Pontiac and GMC Truck and Coach divisions.

Martin J. Caserio

Caserio joined GM in 1937 as a metals researcher for AC Spark Plug Division and rose to chief engineer for automotive products. In 1957, he became manager of the division's Milwaukee operations, involved in missile and space projects.

He was appointed general manager of the then Delco Radio Division (now Delco Electronics) in 1958 and returned to AC Spark Plug as general manager in 1964. He was elected a GM vice president that year.

He was named general manager of GMC Truck & Coach in 1966 and moved to Pontiac as general manager in 1972.

Caserio was promoted to group executive in charge of the Electrical Components Group in 1975 and continued in that post until he became assistant to the GM president early this year.

Special grille

E & G Classics, Inc., Columbia, Md., offers a custom chrome grille for the new Cadillac Cimarron. It's available through the company's distributors.

New-car registrations total 731,000

Month's market lowest since '75

By Richard A. Wright
Assistant Managing Editor

New-car registrations in the U. S. were down a fraction of a percent in May from the year-earlier level and were lowest for the month since 1975, according to figures compiled by R. L. Polk & Co.

New-car registrations in May totaled 731,059, down 0.30 percent from 733,229 a year earlier. It was the smallest May tally since 656,803 in 1975.

May registrations also trailed the April total, down 2.76 percent from 751,845.

The registration decline was entirely in the domestic ranks, as imports were up 4.16 percent to 223,589 from 214,660 a year earlier. It was not a record May for imports—the high mark for the month is 237,289, set in 1979—but it was the fifth best any-month total.

And the import penetration in May of 30.58 percent was highest for any month in history, topping the former mark of 30.51 percent in August last year.

Domestic registrations in May totaled 507,470, down 2.14 percent from 518,569 a year earlier.

For the first five months of 1981, registrations totaled 3,643,403, down 3.49 percent from 3,775,174 for the same period last year.

Domestic registrations in the first five months were 2,591,740, down 4.68 percent from 2,718,976 last year. Import registrations were also off for the five-month period at 1,051,663, down 0.43 percent from 1,056,198 last year.

• General Motors was the only major domestic maker to suffer a decline in market share in May compared with a year earlier. GM's share of total registrations in May was 42.18 percent, down 3.86 percentage points.

Biggest winner was Chrysler Corp., which saw its share of

Table on Page 48

the market jump 1.99 points to 8.48 percent. Ford Motor Co. registered a 0.40-of-a-point gain to 16.78 percent, while American Motors was up 0.18 of a point to 1.96 percent.

Imports improved their share of the May total by 1.30 points to 30.58 percent and miscellaneous domestic lines accounted for 0.02 percent of the market, off 0.01 of a point.

Excluding imports, domestic registrations were divided this way in May: GM, 60.75 percent, down 4.35 points; Ford Motor Co., 24.17 percent, up 1.01 points; Chrysler Corp., 12.22 percent, up 3.03 points; AMC, 2.83 percent, up 0.32 of a point, and miscellaneous, 0.03 percent, down 0.01 of a point.

• By size segments, the two ends of the market—subcompact and luxury—improved their shares along with the imports.

Subcompacts accounted for 14.49 percent of the May total, up 2.25 percentage points from a year ago, while luxury cars were up 0.62 of a point to 4.84 percent.

Compacts took the biggest loss, 2.70 points to 19.79 percent. Intermediates were down 0.90 of a point to 20.19 percent and standard cars dipped 0.57 of a point to 10.11 percent.

Registrations by market class in May were as follows: Subcompact, 105,922; compact, 144,655; intermediate, 147,620; standard, 73,934; luxury, 35,339, and import, 223,589.

For the first time since December, 1979, a Ford nameplate was perched atop the top 20 in May, as Ford Escort outregistered Chevrolet Chevette.

The top 20 domestic nameplates in May were:

1	Ford Escort	27,038
2	Chevrolet Chevette	26,537
3	Standard Oldsmobile	22,279
4	Chevrolet Citation	21,695
5	Olds Cutlass Supreme	21,014
6	Chevrolet Malibu	20,740
7	Oldsmobile Cutlass	20,641
8	Ford Fairmont	16,476
9	Standard Chevrolet	16,272
10	Buick Skylark	16,177
11	Buick Regal	15,671
12	Plymouth Reliant	14,540
13	Buick Century	13,638
14	Ford Mustang	13,426
15	Plymouth Horizon	12,015
16	Cadillac	11,876
17	Standard Buick	11,511
18	Chevrolet Monte Carlo	11,348
19	Dodge Aries	11,147
20	Dodge Omni	10,087

TOP CARS

U. S. registrations for the first five months of 1981. Registrations not available for Oklahoma.

1981 Pos.	Make	1980 Pos.
1	631,124 Chevrolet	761,951—1
2	438,379 Ford	472,714—2
3	349,488 Oldsmobile	332,715—3
4	301,533 Buick	284,034—4
5	245,570 Toyota	247,714—6
6	220,868 Pontiac	258,361—5
7	190,196 Datsun	223,949—7
8	161,971 Honda	144,082—9
9	148,324 Plymouth	97,623—12
10	144,548 Mercury	148,026—8
11	135,403 Dodge	104,677—10
12	97,196 Volkswagen	103,091—11
13	86,146 Cadillac	93,371—13
14	77,786 Mazda	62,742—15
15	62,618 AMC	68,607—14
16	56,802 Subaru	48,627—17
17	45,635 Chrysler	61,814—16
18	26,642 Lincoln	33,752—18
19	25,584 Fiesta	30,980—19
20	25,284 Volvo	—
21	24,293 Mercedes	20,972—22
22	19,304 Colt	27,371—21
—	Champ	28,996—20
118,677	Other Imports	117,674
1,032	Misc. Dom.	1,331
3,643,403	Total All Cars	3,775,174

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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NEW-CAR MARKET SHARES IN U. S.

	MAY Regis., May, 1981	Percent Share of Market	Regis., May, 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80	FIVE MONTHS Regis., 5 mos., 1981	Percent Share of Market	Regis., 5 mos., 1980	Percent Share of Market	Pct. Pt. Change '81 vs. '80
Chevrolet	110,333	15.10	144,872	19.76	— 4.66	631,124	17.32	761,951	20.18	— 2.86
Ford	86,975	11.90	88,062	12.01	— 0.11	438,379	12.03	472,714	12.52	— 0.49
Oldsmobile	76,499	10.47	68,573	9.35	+ 1.12	349,488	9.59	332,715	8.81	+ 0.78
Buick	61,131	8.36	57,321	7.82	+ 0.54	301,533	8.28	284,034	7.53	+ 0.75
Pontiac	42,026	5.75	50,854	6.93	— 1.18	220,868	6.06	258,361	6.84	— 0.78
Mercury	29,842	4.08	26,192	3.57	+ 0.51	144,548	3.97	148,026	3.92	+ 0.05
Plymouth	28,441	3.89	17,906	2.44	+ 1.45	148,324	4.07	97,623	2.59	+ 1.48
Dodge	25,968	3.55	19,097	2.60	+ 0.95	135,403	3.72	104,677	2.77	+ 0.95
Cadillac	18,303	2.50	15,966	2.18	+ 0.32	86,146	2.37	93,371	2.47	— 0.10
AMC	14,353	1.96	13,040	1.78	+ 0.18	62,618	1.72	68,607	1.82	— 0.10
Chrysler	7,617	1.04	10,667	1.45	— 0.41	45,635	1.25	61,814	1.64	— 0.39
Lincoln	5,859	0.80	5,830	0.80	.....	26,642	0.73	33,752	0.89	— 0.16
GENERAL MOTORS	308,292	42.18	337,586	46.04	— 3.86	1,589,159	43.62	1,056,198	27.98	+ 0.88
FORD MOTOR CO.	122,676	16.78	120,084	16.38	+ 0.40	609,569	16.73	654,492	17.33	— 0.60
CHRYSLER CORP.	62,026	8.48	47,670	6.49	+ 1.99	329,362	9.04	264,114	7.00	+ 2.04
AMERICAN MOTORS	14,353	1.96	13,040	1.78	+ 0.18	62,618	1.72	68,607	1.82	— 0.10
IMPORTS	223,589	30.58	214,660	29.28	+ 1.30	1,051,663	28.86	1,056,198	27.98	+ 0.88
MISCELLANEOUS	123	0.02	189	0.03	— 0.01	1,032	0.03	1,331	0.04	— 0.01
TOTAL	731,059		733,229			3,643,403		3,775,174		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Ford expects Ranger to be 'top cat' by '85

TRAVERSE CITY, Mich.— The compact Ford Ranger pickup, which will be introduced as an '83 model next spring, will be the dominant pickup in the company's pickup line by 1985, according to James A. Capolongo, general manager, Ford Truck Operations.

He told the University of Michigan automotive seminar last week that by the middle of the decade more than a million buyers will want compact pickups, and he said Ford is planning to spend an unprecedented $2 billion on new compact-truck product programs in the 1981-1985 period.

The light-truck market today, he explained, is split about 75 percent for full-size vehicles and 25 percent compacts and will be about 50/50 by 1985.

"To meet this demand," Capolongo said, "a full (compact) lineup is planned. Ford will launch 4x2 models next January, add 4x4s, a diesel and a five-speed overdrive transmission and follow those with some special commercial models in later years."

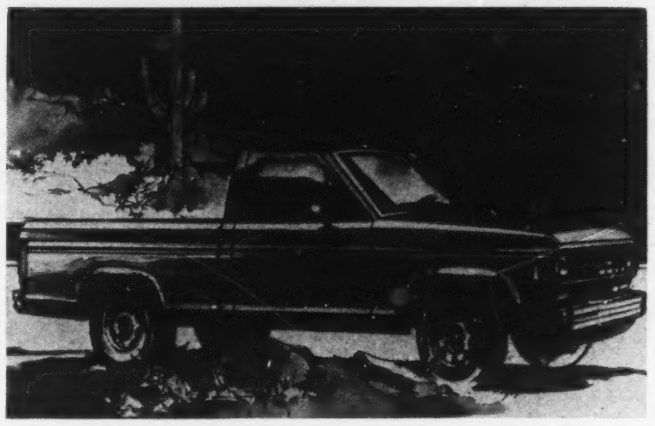
The 4x4s, a chassis-cab model, a snowplow package, the five-speed manual and diesel will be available in the fall of 1982. Early in 1983, a compact Bronco II and a long-wheelbase heavy-duty chassis cab will be offered.

Ford expects to build 300,000 Rangers in the first full year—75 units an hour on two shifts at the refurbished car/light-truck plant in Louisville—and the plant has the flexibility to go to 400,000 units when the demand warrants, Capolongo said.

• The Ranger is about 20 inches shorter overall than the full-size F-Series pickup, 12 inches narrower and six inches lower. It will have more head, shoulder and hip room than the imported pickups, but will have comparable fuel economy, Capolongo said.

The base powertrain is a new 2-liter, four-cylinder engine, rated at 73 HP at 4,000 RPM, with either manual four-speed or five-speed overdrive transmissions. A 2.3-liter, four-cylin-

Continued on Page 50, Col. 1



Ford's rival to imported compact

This is an artist's sketch of the all-new Ford Ranger compact pickup truck which will make its debut next spring in a market segment dominated by the Japanese vehicles since the early '70s. The Ranger will replace the imported Courier in the Ford truck lineup.

Chrysler's big guns aimed at truck market

By Joseph Bohn
Marketing Editor

HIGHLAND PARK, Mich. — Look for Chrysler Corp. to make a stronger assault on the truck market, beginning this fall, aided by a stronger product lineup and its new organization dedicated solely to truck marketing.

Joseph Campana, general manager of Truck Operations, expects to have his organization of about 100 people in place by Oct. 1.

Campana has already named Gordon Cherry, former director of truck product planning, as assistant general manager of Truck Operations, and is in process of selecting a director of sales operations, whose job will be expanded to include sales development and business management.

In the field, Chrysler expects to have almost 40 people, solely concerned with furthering the truck business.

"Instead of concentrating on any day to day sales, their job will be to act as sales development and business management specialists, to help in training and assist in any way they can to further the truck business," Campana said.

Another 60 or so people will work in Truck Operations, to form a complete sales and marketing staff.

Chrysler is putting more money, as well as more manpower, behind its truck marketing effort and will have its own "full set of marketing budgets," including an ad budget.

"This means we will ensure the integrity of allocation of funds toward the truck business," Campana added.

This is another way of saying there would not be any abrupt switches during the year in which truck promotional money is funneled elsewhere to support domestic or imported cars.

Chrysler's truck business may not have received all the support it warranted over the past 1½ years because of the heavy emphasis placed on projects like the K-car, corporate confidence-building ads and other things.

Campana is out to change

Continued on Page 34, Col. 3

Diesel offered in Isuzu pickup

A 2.2-liter diesel engine is available in the Isuzu P'up compact pickup truck. The 58-HP engine is rated by EPA at 32 MPG in city driving and 44 MPG on the highway in the standard and long-wheelbase models with the standard five-speed manual transmission. The 4x4 P'up is rated at 28 MPG in the city and 35 MPG on the road.

Truck calendar

Aug. 11-16—27th annual Midwest Mobile/Modular & RV Show, University of Notre Dame, South Bend.

Sept. 13-16 — Assn. of Diesel Specialists International Convention, Hyatt Regency Hotel, New Orleans.

Sept. 24-26—34th annual convention and exposition, Truck Body & Equipment Assn., Detroit Plaza Hotel and Cobo Hall, Detroit.

Sept. 24 - 26 — First World Truck Symposium & Expo, Cobo Hall, Detroit.

Oct. 18-21 — American Trucking Assns. annual convention, Washington Hilton, Washington.

Nov. 9 - 12 — SAE National Truck Meeting, Hyatt Regency Hotel, Dearborn.

Dec. 1-4 — 19th annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

1982

Feb. 21-24—Truck Renting & Leasing Assn., fourth annual convention, Canyon Hotel, Palm Springs, Calif.

March 10-13 — National Truck Equipment Assn., 18th annual convention, Louisiana Superdome, New Orleans.

truck industry news

Total only 1,700 short of 200,000

Registrations in May climb to 10-month high

Registrations of new trucks of all types in the U. S. in May were the highest in 10 months and were down less than 5 percent from the same month a year ago.

The May total was 198,392 units, a decline of 4.1 percent from last year's 206,868, according to R. L. Polk & Co. statistics. The count was less than

Table on Page 18.

1,700 units shy of the 200,000 mark, last reached in July, 1980, when 222,249 vehicles were registered.

Five-month registrations totaled 885,049 units, down 18.9 percent from the year-ago 1,091,529. Through May, tallies were down for all three market segments and seven of the eight weight classifications.

Light trucks registered over the five-month span totaled 799,071 units, a decline of 18.5 percent from last year's 980,306. Mediums were off 19.7 percent, from 26,010 in 1980 to 20,882, and heavies dropped to 65,096 units, down 23.6 percent from the year-earlier 85,213.

Group 3, the smallest of the light-truck categories, was the only one of the eight groups to show an increase over 1980. Its total of 5,445 tallies was 80.2 percent higher than last year's 3,022.

Registrations of Group 1 trucks, which include the compact pickups, were down 8.6 percent from a year ago, 442,788 versus 484,598. Imported pickups in this group totaled 118,501 units, down 7 percent from last year's 127,374. They ac-

Continued on Page 22, Col. 1

HD registrations in May highest since December

May registrations of new heavy trucks in the U. S. were the highest for any month since last December, according to R. L. Polk & Co. statistics.

During the month, 14,859 Groups 7 and 8 vehicles were registered, a decline of 7.8 percent below the year-ago 16,121. It marked the first time this year that the decrease from the year-earlier month dropped below 10 percent.

The five-month total, however, was far below the count for the comparable period in 1980.

Through May, 65,096 heavies had been registered, a decline of 23.6 percent from last year's 85,213 units.

The five-month Group 7 count was down 18.7 percent from a year ago, 27,865 units versus 34,291, while the Group 8 tally was off almost 27 percent, from

Continued on Page 22, Col. 5

U. S. TRUCK REGISTRATIONS

Five months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	5 mos., 1981	Percent Share of '81 market	5 mos., 1980	Percent Share of '80 market	Pct. Pt. Change, '81-'80
Ford	282,285	31.89	347,279	31.82	+ 0.07
Chevrolet	274,067	30.97	330,142	30.25	+ 0.72
Dodge	66,369	7.50	99,381	9.10	— 1.60
GMC	65,414	7.39	82,197	7.53	— 0.14
International	25,299	2.86	25,071	2.30	+ 0.56
Jeep	20,815	2.35	36,255	3.32	— 0.97
Mack	7,880	0.89	9,684	0.89	.....
Plymouth*	7,220	0.82	13,065	1.20	— 0.38
Kenworth	4,273	0.48	5,622	0.51	— 0.03
Freightliner	3,520	0.40	5,240	0.48	— 0.08
Peterbilt	2,389	0.27	3,462	0.32	— 0.05
White	1,216	0.14	2,226	0.20	— 0.06
Autocar	529	0.06	798	0.07	— 0.01
Volvo	527	0.06	299	0.03	+ 0.03
Western Star	330	0.04	467	0.04	.....
Diamond Reo	50	.....	46	.....	.....
Miscellaneous**	122,866	13.88	130,295	11.94	+ 1.94
TOTALS	885,049	100.00	1,091,529	100.00	.....

★—No registrations for Oklahoma, 1981 and 1980.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

Five months, 1981 vs. 1980★
Based on R. L. Polk & Co. statistical report

Make	5 mos., 1981	Percent Share of '81 market	5 mos., 1981	Percent Share of '80 market	Pct. Pt. Change, '81-'80
International	16,919	25.99	13,168	15.45	+10.54
Ford	13,612	20.91	20,937	24.61	— 3.70
GMC	8,692	13.35	14,058	16.50	— 3.15
Mack	7,393	11.36	9,586	11.25	+ 0.11
Chevrolet	4,397	6.75	7,693	9.03	— 2.28
Kenworth	4,273	6.56	5,622	6.60	— 0.04
Freightliner	3,520	5.41	5,240	6.15	— 0.74
Peterbilt	2,389	3.67	3,462	4.06	— 0.39
White	1,216	1.87	2,226	2.61	— 0.74
Autocar	529	0.81	798	0.94	— 0.13
Volvo	515	0.79	297	0.35	+ 0.44
Western Star	330	0.51	467	0.55	— 0.04
Diamond Reo	50	0.08	46	0.05	+ 0.03
Miscellaneous	1,261	1.94	1,577	1.85	+ 0.09
TOTALS	65,096	100.00	85,213	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1981 and 1980.

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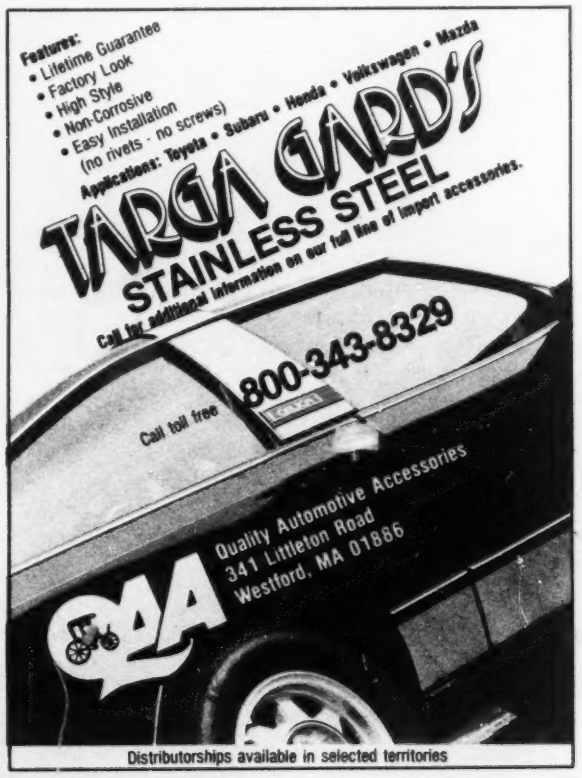
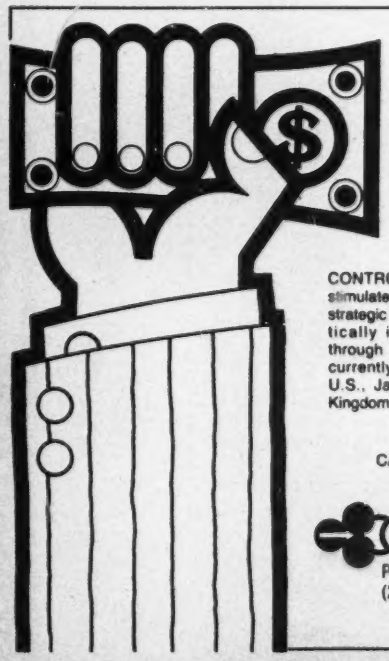


Distributorships available in selected territories



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NEW TRUCK SALES BY MAKE AND GVW CLASS

FIVE MONTHS, 1981 VS. 1980★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**May, '81**	.....	.....	.....	.....	.....	.....	.....	**106**	**106**
	May, '80	.....	.....	.....	.....	.....	.....	.....	143	143
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	**529**	**529**
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	798	798
BROCKWAY	**May, '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	May, '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**May, '81**	**34,509**	**24,584**	**1,137**	.....	**88**	**775**	**981**	**86**	**62,160**
	May, '80	29,966	27,828	9	.....	125	1,118	1,060	280	60,386
	Year to Date '81	**148,423**	**111,824**	**5,197**	.....	**385**	**3,841**	**3,950**	**447**	**274,067**
	Year to Date '80	157,979	157,430	706	.....	756	5,578	6,224	1,469	330,142
(Memo Units) #	**May, '81**	**13,744**	**7,598**	.....	.....	.....	.....	.....	.....	**21,342**
	May, '80	13,235	7,845	.....	.....	.....	.....	.....	.....	21,080
	Year to Date '81	**59,939**	**32,131**	.....	.....	.....	.....	.....	.....	**92,070**
	Year to Date '80	74,772	46,902	.....	.....	.....	.....	.....	.....	121,674
DIAMOND REO	**May, '81**	.....	.....	.....	.....	.....	.....	.....	**6**	**6**
	May, '80	.....	.....	.....	.....	.....	.....	.....	18	18
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	**50**	**50**
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	46	46
DODGE	**May, '81**	**8,061**	**6,097**	**37**	.....	.....	.....	.....	.....	**14,195**
	May, '80	8,439	11,984	411	3	.....	.....	.....	.....	20,837
	Year to Date '81	**38,657**	**27,484**	**227**	**1**	.....	.....	.....	.....	**66,369**
	Year to Date '80	39,486	57,749	2,004	142	.....	.....	.....	.....	99,381
(Memo Units) #	**May, '81**	**4,727**	**3,448**	**2**	.....	.....	.....	.....	.....	**8,177**
	May, '80	5,506	7,983	242	.....	.....	.....	.....	.....	13,731
	Year to Date '81	**23,899**	**15,493**	**22**	.....	.....	.....	.....	.....	**39,414**
	Year to Date '80	26,465	37,286	890	.....	.....	.....	.....	.....	64,641
FORD	**May, '81**	**20,893**	**37,452**	.....	.....	.....	**1,002**	**2,133**	**720**	**62,200**
	May, '80	20,514	39,422	51	.....	.....	1,747	2,870	1,465	66,069
	Year to Date '81	**95,350**	**168,101**	.....	.....	.....	**5,222**	**10,190**	**3,422**	**282,285**
	Year to Date '80	107,039	210,607	297	.....	.....	8,363	14,349	6,624	347,279
(Memo Units) #	**May, '81**	**7,507**	**12,210**	.....	.....	.....	.....	.....	.....	**19,717**
	May, '80	8,451	14,628	.....	.....	.....	.....	.....	.....	23,079
	Year to Date '81	**37,123**	**52,701**	.....	.....	.....	.....	.....	.....	**89,824**
	Year to Date '80	45,646	69,659	.....	.....	.....	.....	.....	.....	115,305
FREIGHTLINER	**May, '81**	.....	.....	.....	.....	.....	.....	.....	**819**	**819**
	May, '80	.....	.....	.....	.....	.....	.....	.....	943	943
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	**3,520**	**3,520**
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	5,240	5,240
VOLVO	**May, '81**	.....	.....	.....	.....	.....	.....	**60**	**95**	**155**
	May, '80	.....	.....	.....	.....	.....	2	53	.....	55
	Year to Date '81	.....	.....	.....	.....	**1**	**11**	**266**	**249**	**527**
	Year to Date '80	.....	.....	.....	.....	.....	2	263	34	299
GMC	**May, '81**	**5,499**	**6,988**	**7**	.....	**88**	**439**	**999**	**1,159**	**15,179**
	May, '80	4,357	7,322	.....	.....	92	899	1,167	1,586	15,423
	Year to Date '81	**24,012**	**30,020**	**19**	.....	**268**	**2,403**	**4,404**	**4,288**	**65,414**
	Year to Date '80	21,387	42,209	4	.....	285	4,254	6,749	7,309	82,197
(Memo Units) #	**May, '81**	**887**	**2,162**	.....	.....	.....	.....	.....	.....	**3,049**
	May, '80	800	1,920	.....	.....	.....	.....	.....	.....	2,720
	Year to Date '81	**3,695**	**7,933**	.....	.....	.....	.....	.....	.....	**11,628**
	Year to Date '80	4,271	11,938	.....	.....	.....	.....	.....	.....	16,209
INTERNATIONAL	**May, '81**	.....	**206**	.....	.....	.....	**1,180**	**1,714**	**2,122**	**5,222**
	May, '80	.....	1,081	.....	.....	.....	954	865	1,056	3,956
	Year to Date '81	.....	**1,448**	.....	.....	.....	**6,932**	**8,345**	**8,574**	**25,299**
	Year to Date '80	.....	6,700	.....	.....	.....	5,203	5,972	7,196	25,071
(Memo Units) #	**May, '81**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	May, '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**May, '81**	**3,398**	**1,736**	.....	.....	.....	.....	.....	.....	**5,134**
	May, '80	4,126	2,077	.....	.....	.....	.....	.....	.....	6,203
	Year to Date '81	**12,449**	**8,366**	.....	.....	.....	.....	.....	.....	**20,815**
	Year to Date '80	22,335	13,920	.....	.....	.....	.....	.....	.....	36,255
(Memo Units) #	**May, '81**	**3,398**	**1,247**	.....	.....	.....	.....	.....	.....	**4,645**
	May, '80	4,126	1,514	.....	.....	.....	.....	.....	.....	5,640
	Year to Date '81	**12,449**	**6,155**	.....	.....	.....	.....	.....	.....	**18,604**
	Year to Date '80	22,335	10,349	.....	.....	.....	.....	.....	.....	32,684
KENWORTH	**May, '81**	.....	.....	.....	.....	.....	.....	.....	**888**	**888**
	May, '80	.....	.....	.....	.....	.....	.....	.....	1,173	1,173
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	**4,273**	**4,273**
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	5,622	5,622
MACK	**May, '81**	.....	.....	.....	.....	.....	**125**	**17**	**1,702**	**1,845**
	May, '80	.....	.....	.....	.....	.....	31	.....	1,933	1,964
	Year to Date '81	.....	.....	.....	.....	.....	**487**	**61**	**7,332**	**7,880**
	Year to Date '80	.....	.....	.....	.....	.....	98	.....	9,586	9,684
PETERBILT	**May, '81**	.....	.....	.....	.....	.....	.....	.....	**590**	**590**
	May, '80	.....	.....	.....	.....	.....	.....	.....	647	647
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	**2,389**	**2,389**
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	3,462	3,462
PLYMOUTH	**May, '81**	**953**	**388**	.....	.....	.....	.....	.....	.....	**1,341**
	May, '80	1,661	701	.....	.....	.....	.....	.....	.....	2,362
	Year to Date '81	**5,396**	**1,824**	.....	.....	.....	.....	.....	.....	**7,220**
	Year to Date '80	8,998	4,067	.....	.....	.....	.....	.....	.....	13,065
WESTERN STAR	**May, '81**	.....	.....	.....	.....	.....	.....	.....	**84**	**84**
	May, '80	.....	.....	.....	.....	.....	.....	.....	65	65
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	**330**	**330**
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	467	467
WHITE	**May, '81**	.....	.....	.....	.....	.....	.....	.....	**246**	**246**
	May, '80	.....	.....	.....	.....	.....	.....	.....	387	387
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	**1,216**	**1,216**
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	2,226	2,226
MISCELLANEOUS*	**May, '81**	**27,120**	**513**	.....	**2**	.....	**255**	**182**	**150**	**28,222**
	May, '80	25,634	1	1	2	1	188	169	241	26,237
	Year to Date '81	**118,501**	**1,771**	**2**	**5**	**3**	**1,323**	**649**	**612**	**122,866**
	Year to Date '80	127,374	4	11	6	13	1,310	734	843	130,295
TOTALS	**May, '81**	**100,433**	**77,964**	**1,181**	**2**	**176**	**3,777**	**6,086**	**8,773**	**198,392**
	May, '80	94,697	90,416	472	5	218	4,939	6,184	9,937	206,868
	Year to Date '81	**442,788**	**350,838**	**5,445**	**6**	**657**	**20,219**	**27,865**	**37,231**	**885,049**
	Year to Date '80	484,598	492,686	3,022	148	1,054	24,808	34,291	50,922	1,091,529

★—No Oklahoma registrations, 1981 and 1980.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino, Blazer and LUV; Dodge and Plymouth compact trucks; Ford Econoline, Bronco and Courier; GMC, Vandura, Jimmy and Caballero; International Scout; Jeep, CJ-5 and CJ-7.
*—Miscellaneous includes imports, Mercedes-Benz, Hendrickson, Oshkosh, etc.

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Economics will demand duals, says Ewing

Dealerships of future seen handling rivals

By Jenny L. King
Staff Writer

It won't be unusual to find today's arch rivals being sold in a single dealership in the near future, multiple franchise dealer Harvey W. Ewing Jr. told the Automotive News World Congress.

Ewing, who once managed dealerships with 14 franchises for the late Bill Harrah, is now head of Modern Classic Motors, Reno, with only four bosses: Datsun, Mercedes-Benz, Rolls-Royce and Ferrari.

"You'll see Ford and Chevrolet retailed from the same facility," he said. "The economics demand it."

But let those who see multiple franchises as the answer to a dealer's prayers beware of the snags and stumbling blocks, Ewing said. There are problems and they are complicated ones.

"In the service area, it's difficult to get trained mechanics who know special cars — if that's what you're handling; and mechanics expect training away from the dealership. Should they be cross-trained? Should they all be paid the same? The service manager has his hands full, too, as does the shop foreman. There are differences in the warranties of the various lines, and each has a different parts numbering system," said Ewing.

Ewing said there is a tendency to carry more parts per line in a multiple-franchise dealership.

"We now have a half-million-dollar inventory that turns 2½ times a year; the ideal turn is four times each year, I think," said Ewing.

• The paperwork with several franchises requires a staff accountant with the patience of a saint. Each auto maker will have a different system and different set of requirements for reporting expenses, he said.

One of the biggest problems of all is a well-trained sales staff with good product knowledge, Ewing said. But can you expect one person to know everything about several different kinds of cars? Can you afford to hire different sales people for each of your various lines?

After a detailed description of the stumbling blocks, Ewing got to the good part: The advantages of running a multiple-franchise outlet. "There is better utilization of fixed costs — things like management, the facility and grounds," said Ewing.

"Also, not every car is going to have one good year after another. When one is down, you have others that are selling well."

Ewing said he was opposed to import sales restrictions, and not just for the obvious reasons. "Many domestic dealers would have gone under by now if they had not had an import line," he said.

Handling several makes will enhance a dealer's used-car operation, with more diversity in trades.

"But too many lines gives the customer the impression of a supermarket," Ewing said. "A dealer with several franchises should consider scattering them in different locations, if possible. Also, this gives you the opportunity to move your personnel around and they know there is room for professional growth."

Ewing said his annual sales volume is about 1,300 Datsuns, 225 Mercedes, 10 Rolls-Royces and 15 Ferraris.

"I have $3 million in flooring right now," he said. In spite of the pressures and aggravations, though, he looks like a man who enjoys his work.

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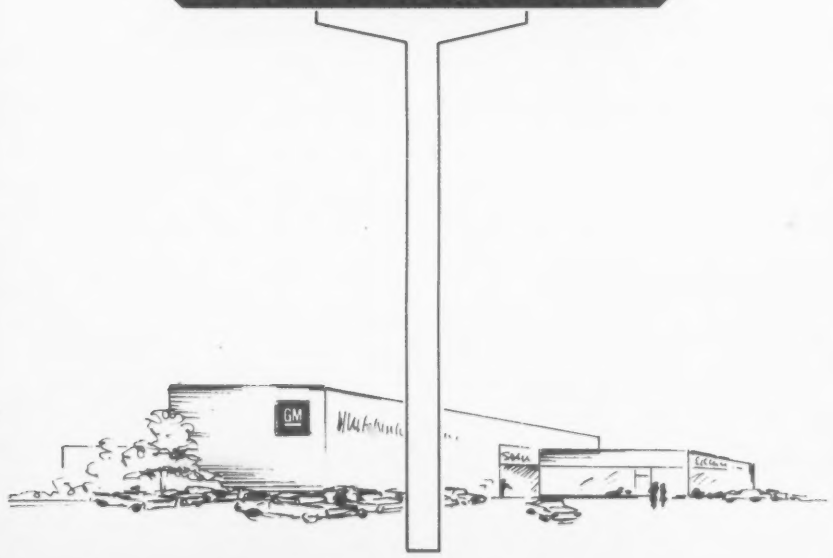

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Domestic sales move ahead; mid-July is 6 pct. above '80

By Jenny L. King
Staff Writer

Domestic new-car sales for the mid-July period were up 6.14 percent over the year-ago total and the three major auto makers all reported gains. July 11-20 sales totaled 160,544, compared with 151,255 last year. The daily selling rate increased 6.14 percent to 20,068 from 18,907.

General Motors reported sales of 99,793, up 2.74 percent over 97,129 in 1980. Ford Motor Co. enjoyed a 14.29-percent jump, to 36,753 from 32,159. Chrysler Corp. was up 27.09 percent, to 17,839 from 14,037.

Estimated sales of American Motors passenger cars were 3,000 units, down 6.25 percent from 3,200, while Volkswagen of America reported a 33.21-percent drop, to 3,159 from 4,730 last year.

GM earned 62.16 percent of the mid-month market, down from 64.22 percent a year earlier. Ford cornered 22.89 percent, up from 21.26 percent. Chrysler sales accounted for 11.11 percent, up from 9.28 percent. VWoA earned 1.97 percent, down from 3.12 percent, and AMC had 1.87 percent, down from 2.12.

Eight U. S. makes reported improved sales compared with year-ago figures, including four of GM's five divisions. Plymouth was up 57.44 percent; Dodge climbed 31.02 percent; Mercury was up 28.82 percent and Ford rose 13.68 percent.

Buick was up 9.32 percent; Pontiac was up 8.39 percent; Cadillac was up 5.00 percent, and Chevrolet was up 1.01 percent.

Chrysler sales were down 39.90 percent; Lincoln was down 36.90 percent; VWoA was down 33.21 percent; AMC was down 6.25 percent, and Oldsmobile was down 2.90 percent.

Chevrolet Citation was the number-one selling nameplate in mid-July, at 13,879 units. It was followed by Chevrolet Chevette at 8,138, Ford Escort at 7,475, Oldsmobile Cutlass Supreme at 6,266 and standard Chevrolet at 5,805.

Year-to-date sales through July numbered 3,579,393, down 2.94 percent from 3,706,283 in 1980.

DOMESTIC SALES

	July 11-20, 1981	July 11-20, 1980
AMERICAN MTRS.	3,000†	3,200†
Chrysler	1,747	2,907
Imperial	81	.....
Plymouth	8,513	5,407
Dodge	7,498	5,723
CHRYSLER CORP.	17,839	14,037
Ford	26,332	23,164
Mercury	9,301	7,220
Lincoln	1,120	1,775
FORD MOTOR	36,753	32,159
Buick	16,343	14,950
Cadillac	4,958	4,722
Chevrolet	43,704	43,267
Oldsmobile	19,528	20,111
Pontiac	15,260	14,079
GENERAL MTRS.	99,793	97,129
VOLKSWAGEN	3,159	4,730
INDUSTRY TOTAL	160,544	151,255

† Estimate

As mechanics lose wages, benefits

Slump called impetus to unionizing efforts

Continued from Page 12

ance plans plus pensions, two-to-five-week vacations and no overtime or Saturday or Sunday work.

Hopkins said wages in Teamster-unionized shops run between $11 and $15.50 per hour, with non-unionized dealerships paying $2 to $3 less. There is also a 50/50 split for the body shop.

Teamster members have six to 12 sick days a year, 7 holidays, 2-to-5-week vacations, work no overtime or Saturday or Sunday hours, and some have dental and optical insurance in addition to pensions, life and health benefits.

The Teamsters represent both sales people and mechanics, while the Machinists represent only mechanics.

Some non-union deals do offer equivalent benefits, but Hopkins said the recession has given workers the feeling there is no contractural protection. They fear takeaways and are organizing, he said.

Organized sales staffs present some problems for local dealerships, since they do not work Saturdays or Sundays. According to Hopkins, three GM dealers could not participate in a tent sale at the Pontiac Silverdome earlier this year because the sales group would not work the weekend.

Such major-event sales have been common, especially with the recession in the auto industry. Many dealers have complained about poor sales and a general slump in business.

Hopkins, however, said he doesn't believe many dealers have had a bad sales year. He said unless dealers open their books to the union to prove their cases, they should not be given concessions at negotiating time.

"I have no overall picture of their predicament because they are hiding it by refusing to open the books," he said. "I have to assume they are making money overall.

"But we will do anything we can to help a dealership save money, providing it isn't dipping into our pockets," he said.

• Martin said the Machinists work closely with the dealerships and believe they are in trouble. He said his union does not require any dealership to open the books because it works closely with them and is aware of their financial status.

"They don't have any money," he said. "They are having a rotten year. If you don't understand that you don't understand the industry."

The Machinists gave some dealerships in the Detroit area six-month extensions on their contracts to hold off negotiations until the industry picked up.

The recovery didn't happen, Martin said. The six-month extension is now up and bargaining is going on at Detroit-area dealerships. Because of that, no dealers in the area would comment on differences between union and non-union shops.

Some labor lawyers have commented in the past that one great difference between the two is in the quality of work and in job hopping. They say non-union shops have fewer comebacks in the service area because there is no union to protect workers doing poor work. Also, they say, job hopping is common.

Hopkins said there is more job hopping in non-union shops because workers are looking for higher-paying positions and move on when one opens up. He said if all shops were organized with one standard wage, job hopping would almost be eliminated.

A long day

Relaxing at end of day's session at Automotive News World Congress is one of the faculty members, Jerry Farrar, president of General Warranty Corp.

Rolls-Royce promotes Nelson and Hollings

LONDON.—The Car Division of Rolls-Royce Motors has promoted Ian D. Nelson to engineering director. He has been director of production resources and special projects for the Car Division since 1976.

John S. Hollings, engineering director for the Car Division since 1968, has been appointed technical director.

Used car sales

Auction Averages

July	$4,398
Month ago	$4,280
Year ago	$3,289

Model breakdown

Auction Averages

	JULY	JUNE	MAY
1981	$7,619	$7,126	$7,326
1980	6,008	5,856	5,697
1979	5,000	4,857	4,843
1978	3,872	3,669	3,845
1977	3,142	2,972	3,086
1976	2,291	2,288	2,264
1975	1,686	1,699	1,708
1974	1,314	1,379	1,457
Overall Average	$4,398	$4,286	$4,326

Mercedes-Benz announces promotions at U. S. offices

MONTVALE, N. J. — Juergen Otto has been named general manager, product and service engineering, for Mercedes-Benz of North America,

Otto, who was manager of service engineering, assumes the former duties of Karl-Heinz Faber who was named vice president — product compliance and service engineering, earlier this year.

Other changes in the MBNA service administration area include the promotion of Hermann Preissler to group manager — service engineering, with responsibility for technical service, technical literature and dealer facility planning, and a change of job title and responsibility for Hans Thalmann, from manager —product engineering to group manager—product litigation and corporate facilities planning.

Dieter Becker, zone service manager — commercial vehicles in the New York zone, assumes the responsibilities of manager —warranty inspection, commercial vehicles.

Promotions in the marketing department include Gerd Klauss, to group manager—marketing planning; Albert Weiss, to group manager—sales training, passenger cars, and Kenneth Moriarty, to staff manager —product planning.

Charles Jones, as group manager — national distribution in the Mercedes-Benz sales department, has assumed the additional responsibility for European sales distribution.

Lewis Marchiona was promoted to staff manager — special projects, reporting directly to the vice president of passenger car sales.

Richard Towner, manager — passenger-car franchise, became staff manager—field operations support.

Rolf Waldeis, formerly manager of European sales, became assistant to the president.

Another promotion in the president's office was Gerard DeBernardis to department head —administration.

Carl Leidner, on the staff of the senior vice president — finance, was promoted to staff manager — financial systems analysis.

At MBNA's Houston zone, Joseph Grall, district sales manager, was promoted to zone service manager—commercial vehicles.

used-car auction directory

Display Rates: $83.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $13.50; 13-times, $11.50; 26-times, $10.00; 52-times, $9.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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New Ramos Arizpe point supplies domestic market

GM Mexico plant builds No. 5,000

RAMOS ARIZPE, Mexico. — The 5,000th vehicle was produced at the General Motors de Mexico assembly plant here in late July, about five months after operations began.

Construction of the 900,000-square-foot plant, about 55 miles west of Monterrey began in June, 1979, to supplement older passenger car and truck assembly operations in Mexico City. Vehicles built at the new plant are strictly for the Mexican market.

The new Ramos Arizpe plant was intended to "create new sources of employment to meet the growing internal demand in Mexico for GM products and to penetrate new export markets," according to GM Mexico Managing Director William G. Slocum Jr.

The plant currently builds Chevrolet Monte Carlo and Malibu models at a rate of 15 per hour on a one-shift basis. A second shift is planned in the future.

When it reaches capacity, the plant will produce 20 units an hour, 310 units a day with a workforce of about 2,500.

After about a month-long shutdown for changeover to 1982 production, the plant will begin assembling 1982 Chevrolet, A, G and X-body passenger cars in October, according to Plant Manager Joseph Dell'Ario.

GM's Mexico City facility is being modernized for exclusive truck production.

GM will continue its expansion in Mexico with an 800,000-square-foot engine plane adjacent to the Ramos Arizpe assembly operation. That plant is scheduled to begin V-6 engine production late this fall with a high percentage scheduled for export to the U. S. It will employ about 2,100 people and will produce 100 engines per hour or 1,600 per day at capacity.

According to GM, these two facilities will enable the company to raise its capacity to assemble vehicles in Mexico by 140 percent in the next three years.

At the inauguration of the new assembly plant, GM President F. James McDonald said the two Ramos Arizpe plants "are tangible evidence of our confidence in the continuing growth and prosperity of this nation and of the Mexican people."

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report
May '81 vs. May '80

	1981 May	1981 Yr.	1980 May	1980 Yr.
AMC Spirit	3,872	17,741	4,638	24,190
Concord	4,483	18,864	5,023	23,097
Concord Sta Wgn	1,602	6,798	1,290	6,575
Eagle 4 WD	672	3,299	656	5,384
Eagle Sta Wgn	1,636	7,197	1,215	7,854
Eagle SX4 4 WD	2,088	8,719		
Pacer			72	467
Pacer Sta Wgn			146	1,040
TOTAL AMC	14,353	62,618	13,040	68,607
Chrysler Le Baron	3,285	18,736	4,391	24,571
Le Baron Sta Wgn	582	3,625	732	3,717
Cordoba	2,076	13,361	3,246	19,408
Newport	476	3,243	923	5,592
New Yorker	626	4,224	1,375	8,526
Imperial	572	2,446		
Total	7,617	45,635	10,667	61,814
Ply. Horizon	12,015	63,176	8,783	55,879
Reliant	10,015	52,571		
Reliant Sta Wgn	4,525	20,773		
Volare	583	5,601	6,500	29,959
Volare Sta Wgn	112	1,187	1,105	6,669
Gran Fury	1,191	5,016	1,518	5,116
Total	28,441	148,324	17,906	97,623
Dodge Omni	10,087	47,820	7,474	45,990
Aries	7,834	41,310		
Aries Sta Wgn	3,313	16,304		
Aspen	480	4,601	4,363	21,772
Aspen Sta Wgn	101	1,106	818	4,909
Diplomat	2,049	11,389	2,210	11,506
Diplomat Sta Wgn	233	1,913	395	2,026
Mirada	1,262	7,552	2,243	11,752
St. Regis	609	3,408	1,594	6,722
Total	25,968	135,403	19,097	104,677
Total Chrysler Corp.	62,026	329,362	47,670	264,114
Escort	15,932	76,956		
Escort Sta Wgn	11,106	53,383		
EXP	5,980	8,280		
Pinto	659	8,112	9,702	49,009
Pinto Sta Wgn	174	2,447	2,971	14,380
Fairmont	11,493	66,816	17,747	101,343
Fairmont Sta Wgn	4,963	23,496	7,336	34,253
Granada	8,315	45,175	6,282	31,828
LTD II			351	2,248
LTD	4,379	21,871	8,264	42,509
LTD Crn Victoria	3,332	15,309	2,464	10,005
Ford Sta Wgn	2,004	8,105	2,158	12,164
Mustang	13,426	74,910	21,542	105,056
Thunderbird	5,192	33,519	9,245	69,919
Total	86,975	438,379	88,062	472,714
Lincoln Town Car	2,890	12,623	2,519	13,825
Cont Mark	2,969	14,019	2,883	17,283
Versailles			428	2,644
Total	5,859	26,642	5,830	33,752
Mercury Lynx	5,988	26,494		
Lynx Sta Wgn	3,568	15,700		
LN7	1,703	2,359		
Bobcat	140	1,910	2,168	11,302
Bobcat Sta Wgn	30	436	429	2,442
Zephyr	3,667	20,875	5,240	31,063
Zephyr Sta Wgn	1,105	5,779	1,896	8,198
'81 Cougar/Monarch	3,444	17,597	2,344	12,228
Marquis	571	2,995	1,196	5,967
Marquis Brougham	905	4,658	1,001	5,436
Grand Marquis	1,738	8,760	1,629	8,744
Marquis Sta Wgn	558	2,950	588	3,642
XR7	2,020	12,542	3,959	30,082
Capri	4,405	21,493	5,742	28,922
Total	29,842	144,548	26,192	148,026
Linc Merc Div. Total	35,701	171,190	32,022	181,778

	1981 May	1981 Yr.	1980 May	1980 Yr.
Total Ford Motor Co.	122,676	609,569	120,084	654,492
Buick Skyhawk			587	4,018
Skylark	16,177	86,810	14,500	69,515
Century	11,962	51,736	11,034	48,760
Regal	15,671	86,720	15,335	75,023
Century Sta Wgn	1,676	6,770	1,599	7,088
Le Sabre	1,884	8,541	2,385	11,328
Le Sabre Limited	4,025	17,609	3,639	22,520
Electra 225	4,635	21,260	4,366	24,439
Buick Sta Wgn	967	4,342	788	4,663
Riviera	4,134	17,745	3,088	16,680
Total	61,131	301,533	57,321	284,034
Buick Div. Total	61,131	301,533	57,321	284,034
Cadillac de Ville	8,904	39,227	7,195	43,394
Cimarron	36	36		
Fleetwood & Chassis	2,972	15,384	2,162	12,649
Eldorado	4,477	20,864	3,840	20,544
Seville	1,914	10,635	2,769	16,784
Total	18,303	86,146	15,966	93,371
Chevrolet Chevette	26,537	175,642	29,913	168,370
Camaro	9,824	44,581	10,896	52,799
Monza	577	14,918	12,000	58,813
Cavalier	198	198		
Cavalier Sta Wgn	66	66		
Citation	21,695	136,950	34,679	161,766
Malibu	14,908	70,952	17,355	82,305
Malibu Sta Wgn	5,832	24,328	5,417	26,763
Monte Carlo	11,348	70,546	12,792	68,080
Impala	5,304	24,298	6,527	40,806
Caprice	7,304	36,998	7,907	58,382
Chevrolet Sta Wgn	3,664	17,844	4,100	28,730
Corvette	3,076	13,803	3,286	15,137
Total	110,333	631,124	144,872	761,951
Oldsmobile Starfire			500	4,297
Omega	9,170	46,088	7,625	34,036
Cutlass Salon	17,211	71,488	15,244	70,700
Cut. Supr/Calais	21,014	112,410	22,137	104,029
Cutlass Sta Wgn	3,430	13,519	3,110	13,345
Delta 88	1,093	4,968	1,634	8,490
Delta 88 Royale	12,191	48,051	9,126	46,384
98	7,189	31,446	5,119	27,541
Oldsmobile Sta Wgn	1,806	7,162	1,332	8,595
Toronado	3,395	14,356	2,746	15,298
Total	76,499	349,488	68,573	332,715
Pontiac T1000	5,486	7,865		
Sunbird	1,423	26,547	10,606	50,620
J2000	292	292		
J2000 Sta Wgn	89	89		
Phoenix	6,469	39,783	8,346	39,244
LeMans	4,384	22,376	4,559	23,604
LeMans Sta Wgn	2,243	9,171	2,153	10,931
Catalina	596	3,100	1,026	6,110
Bonneville	3,360	16,125	3,864	20,118
Bonne. Brougham	2,621	12,570	2,666	15,380
Pontiac Sta Wgn	783	3,514	909	5,838
Grand Prix	9,483	54,098	8,510	46,780
Firebird	4,797	25,338	8,215	39,736
Total	42,026	220,868	50,854	258,361
TOTAL GM CORP.	308,292	1,589,159	337,586	1,730,432
(Checker)	90	865	170	1,182
Misc. Domestic	123	1,032	189	1,331
Domestic Station Wagon Total	56,188	258,004	40,516	214,192
Domestic Grand Total	507,470	2,591,740	518,569	2,718,976
Import Total	223,589	1,051,663	214,660	1,056,198
Grand Total All Registrations	731,059	3,643,403	733,229	3,775,174

Registrations for Oldsmobile not available.

325 is net loss in first half

Dealership fatality rate slows

Continued from Page 1

and GM's 135 is down from 185. AMC wasn't quite so fortunate —down 28 this time vs. a slip of only 6 in the first half of 1980. Changes in the number of intercorporate duals also altered the net falloff a year ago.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

While the year-to-year comparison is heartening, the domestic industry still has more troubles than it needs in the matter of dealer mortality. This year's figure of 325 has been exceeded only five times in the 21 years that AUTOMOTIVE NEWS has been conducting a semi-annual census.

But the second-quarter performance brought more than a little ray of hope. One industry veteran observed last week that "maybe all the weak dealers have folded, and the ones remaining are strong enough to survive."

Several months ago, AUTOMOTIVE NEWS noted the importance of the second quarter in the dealer census field. The hoped-for improvement became a reality, but the industry now is in another vital period. Last year, the third-quarter loss was 504 outlets. A drastic reduction of that number is a must for the health of the retail segment.

In the franchise area, five of the Big Three makes showed gains for the first half, one was unchanged and six were down.

All four of Chrysler Corp.'s car lines reported advances. There was an increase of 71 franchises for Dodge, 52 for Plymouth, 10 for Imperial and nine for Chrysler. Lincoln was up one, and Cadillac was unchanged.

Ford Division had a decline of 121 franchises, and Chevrolet was off 95. Also down were Mercury, 40; Oldsmobile and Pontiac, 20 apiece, and Buick, 15.

At Chrysler Corp., there was a slip of 41 dealerships for the first half, but the big news was the gain of 10 in the second quarter. The first quarter saw a drop of 51. Last year, Chrysler lost 152 in the first quarter and 261 in the second for a total of 413.

Chrysler had 3,782 car dealers at midyear, compared with 3,823 on Jan. 1.

Franchises totals on July 1 were: Chrysler, 2,677; Plymouth, 2,534; Dodge, 2,422, and Imperial, 421.

In addition to its 3,782 car dealers, Chrysler also has 10 outlets that handle only Dodge trucks. They are not included in the corporation's car-dealer total or the Dodge car-franchise total.

Ford Motor Co. had 5,820 car dealers at the end of the first half, down 141 from the beginning of the year. Quarterly dips were 63 and 78. Last year, Ford showed a decline of 97 in the first quarter and 234 in the second for a total of 331.

The company's franchise totals at midyear were: Ford, 4,949; Mercury, 2,676, and Lincoln, 1,478.

Ford Motor has another 91 dealers that handle only Ford heavy-duty trucks. They are not included in the company's car-dealer total or the Ford Division car-franchise count.

General Motors slipped below 11,000 on July 1 with a total of 10,925 car dealers. The figure was down from 11,060 on Jan. 1. There were drops of 55 and 80 in the two quarters, compared with 30 and 155 a year ago.

Franchise totals for the GM makes on July 1 were: Chevrolet, 5,580; Oldsmobile, 3,230; Pontiac, 3,095; Buick, 2,970, and Cadillac, 1,605.

American Motors had 1,635 car outlets on July 1 and 1,663 on Jan. 1. There was a dip of 17 in the first quarter and 11 in the second. Last year, AMC was up 36 in the first quarter and down 42 in the second.

AMC counted 670 duals with Big Three makes of passenger cars at midyear, down from 729 on April 1 and 706 at the beginning of the year.

Looking back a year, the current total of 21,447 dealerships is down 1,002 from the 22,449 in operation on July 1, 1980.

FRANCHISE TOTALS

	July 1, 1981	Jan. 1, 1981
AMERICAN MOTORS	1,635	1,663
CHRYSLER CORP.		
Chrysler	2,677	2,668
Dodge	2,422	2,351
Imperial	421	411
Plymouth	2,534	2,482
FORD MOTOR CO.		
Ford	4,949	5,070
Lincoln	1,478	1,477
Mercury	2,676	2,716
GENERAL MOTORS		
Buick	2,970	2,985
Cadillac	1,605	1,605
Chevrolet	5,580	5,675
Oldsmobile	3,230	3,250
Pontiac	3,095	3,115

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Peck reports progress

Deregulation said to be on target

Continued from Page 2

creases that would occur from reduced protection and more collision damage. Two top insurers told Consumer Reports (CU's magazine) that their premiums would rise ten and fifteen percent, respectively, if bumper standards were dropped.

Silbergeld claimed the net cost to consumers over five years would be $45 or $110 in higher insurance premiums less the $65 NHTSA claims would be saved on the cost of automobiles due to bumpers that cost less and result in lower fuel use—if NHTSA's $65 claim is accepted.

But, he said, that $65 figure does not take into account a $30 million retooling cost needed to switch to the cheaper bumper. Moreover, the $65 was based on a telephone survey of consumers asking for their "recollection" of bills rather than visual inspection of damage, he said.

CU also attacked NHTSA on procedural grounds for its rescission of the standard dealing with direct fields of view.

Donald P. McHugh, counsel for State Farm Mutual, told the subcommittee that the bumper standard has eliminated entirely hundreds of thousands of small claims and saved motorists time, money and annoyance.

McHugh also attacked the NHTSA bumper cost-benefit analysis, saying its methodology and assumptions are "at the best, highly debatable," and it omits several elements that would significantly enhance benefits.

State Farm also believes the potential savings from repeal of the standards are "likely to be minimal" for the auto makers; instead, it is likely to lead to higher costs because of the need to retool. State Farm said NHTSA did not consider this in its April evaluation of costs and benefits.

• The Insurance Institute for Highway Safety also defended more-protective bumpers, pointing out that designs have changed so they weigh less and yet are more effective. Films were shown of the Ford Escort meeting with zero damage in a 5-MPH front collision into an angle, rear pole at 5 MPH and 10 MPH front into rear of a vehicle—all areas in excess of the standard.

This good performance was in contrast with a Toyota Corolla Tercel which suffered a total of $434 damage for this series of tests not covered by the standard.

IIHS suggested that if the standard is lowered from 5 MPH to 2.5 MPH, the makers will replace energy absorbers with rigid support brackets which would result in very little weight savings and no change in real operating costs but would mean higher damage and higher insurance rates.

General Motors' David E. Martin, speaking for MVMA, disagreed on the bumper standard. He said there is no safety benefit and the economic facts support a change.

Rescission of the standard on direct field of view has benefited makers, he said. In an attempt to put a floor under current practice, he said, the line was drawn so close that some vehicles missed the arbitrary vision angle by a sliver.

It would have meant redesign of vehicles already in production but scheduled to continue beyond the effective date, he said, and it could also have meant design changes for future models at an stimated industry cost of $160 million—paid for by the public—which would have virtually no safety benefit.

GMAC trims finance rate on retail paper

Continued from Page 3

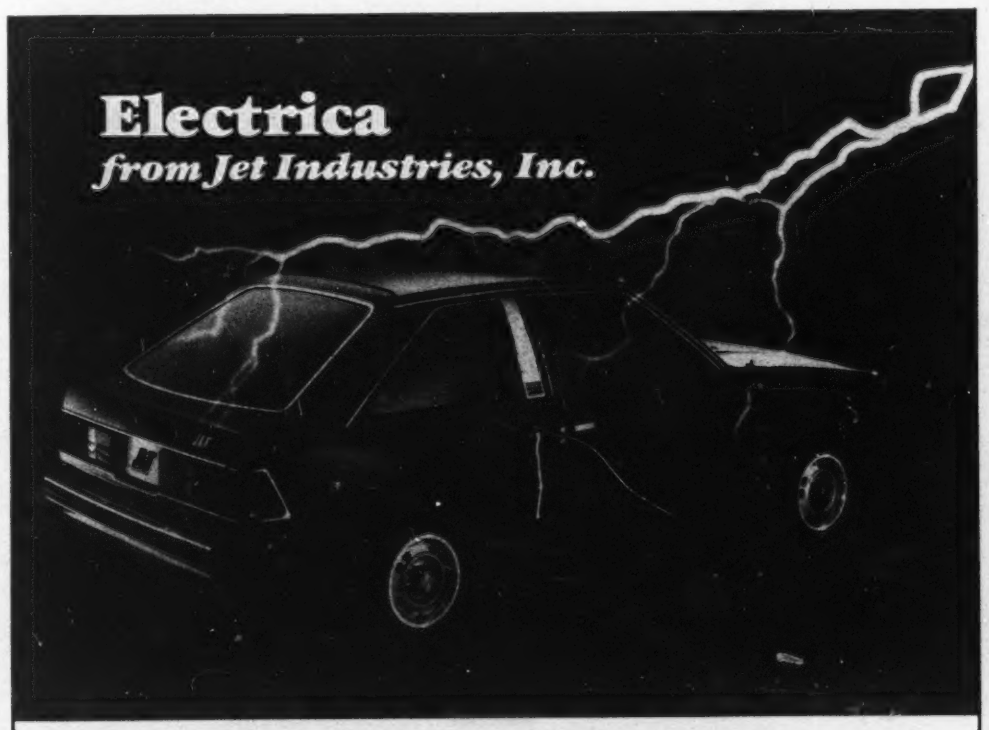
in the 50 top markets for three weeks during July 30 to Aug. 22.

In addition to all of the GMAC advertising, Chevrolet already has decided to run its own ads, and it could be joined by other car divisions.

• The new GM campaign is not likely to be countered immediately by Ford and Chrysler, although officials at both companies are "studying" the "August Super Saver."

Insiders said Chrysler, which earlier had a highly touted rebate plan based on interest rates, cannot afford to counter with a duplicate of the GMAC program, although it could become necessary to upgrade its current buildout program, if GM's rate cut catches on. Ford is in the middle of a dealer cash incentive program and would find it difficult to convert to a retail program now, one source said.

Institution of a retail program now was not unexpected. Wall Street analysts have generally declared GM's J-car launch a failure because it was not able to spark an anticipated market uptick.



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A LEIF JOHNSON AFFILIATE

First-half profits decline 6.8 pct. for Toyo Kogyo

HIROSHIMA. — Toyo Kogyo, Ltd., said its net income for the six months ended April 30 (the first half of the company's fiscal year) declined 6.8 percent to $43.6 million from $46.8 million the year earlier.

Ordinary income, that is, income before taxes and extraordinary items, was off 3.9 percent to $90.9 million from $94.5 million in the preceding year, the Japanese auto maker said.

Operating revenues rose 18.1 percent in the period to $2.7 billion from $2.287 billion last year.

Yoshiki Yamasaki, Toyo Kogyo president, blamed the earnings decline on the overall business climate, a decline in home market sales and weakened overseas profits due to an appreciation of the yen.

Yamasaki said the company is controlling costs and developing new technology in an attempt to keep its Mazda cars and trucks competitive in the increasingly sophisticated world markets.

Total unit sales in the six-month period rose 8.2 percent to 623,142 from 575,848 the previous year despite the 10.3 percent home market sales decline to 183,627 from 204,744.

Export unit sales rose 18.4 percent to 439,515 from 371,104, including an 85.3 percent increase in shipments to Central and South America and an 84.0 percent increase in shipments to Oceania.

The number of Toyo Kogyo employes rose 0.92 percent to 27,951 from 27,696, the company said, and unit production per employe rose 7.1 percent to 22.5 from 21.0 in the corresponding period last year.

Ford Motor Co. owns 25 percent of Toyo Kogyo, which produces Courier pickup trucks for Ford's U. S. dealers.

Opel, Vauxhall report '80 losses of $331 million

LONDON. — Two important General Motors European subsidiaries reported losses for 1980. The deficits totaled $331 million.

Vauxhall Motors, Ltd., the GM unit here, said its 1980 loss was $161 million, substantially larger than the $60 million loss reported the year before. Vauxhall said sales in 1980 declined to $1.5 billion from $1.6 billion on a total unit volume decline of 15 percent to 195,145 from 230,420 the preceding year.

The company blamed increased auto market competition and "drastically declining sales."

In Frankfurt, Adam Opel AG said it lost $170 million in 1980 compared with net earnings of $150 million in 1979. Sales declined to $3.8 billion from $4.5 billion.

The company blamed the loss on reduced sales and costly plant closings and worker layoffs. It was the first loss for the German auto maker since the years immediately following World War II.

Both Opel and Vauxhall said they were hopeful of eventually reversing the losses, but neither was very optimistic about the immediate future.

Subaru deal adds Saab

GREENWICH, Conn.—Subaru Greenwich has added the Saab line.

Breckwoldt buys deal in New Hampshire

Alexander E. Breckwoldt, former vice president of Volkswagen of America, stands before his new dealership, Patriot Motors, Inc., Keene, N. H. Breckwoldt, a native of West Germany, spent 17 years with VWoA. Patriot Motors has franchises for Mazda, Mercedes-Benz and Volkswagen.

Study finds cities unprepared

GAO, Reagan at odds on fuel crisis planning

WASHINGTON. — Despite two disruptions in the gasoline supply in the last decade, very few communities have contingency plans to maintain mobility in the event of future shortages, a General Accounting Office study revealed.

While the Congressional investigatory arm urged action both by Congress and the Transportation Department to ensure readiness, the Reagan Administration — in a draft document purported to be the new energy policy — is backing a policy of "primary reliance on market forces to determine the price and allocation of energy supplies."

In particular, the draft attacks any form of gas rationing which the Carter Administration, Ford Administration and Congress thought fairest in a shortage.

Regional contingency plans—not involving gas rationing — use transportation services or urban transit systems to get people to work and recreation. These involve ways to help motorists set up car and van pooling, scattered working hours and ways to increase bus and subway ridership. In 1979, DOT encouraged states and communities to make plans.

• When GAO made the survey in 1980, it looked closely at seven urban areas, 25 urbanized areas each with more than one million population and two smaller areas — Portland and Eugene, Ore. It also collected data from 21 other urbanized areas. It found that only two—Los Angeles and Washington—had completed a regional contingency plan. Others had planned meetings for 1981, but progress was slow.

Some areas had diverted their limited planning resources to other, more urgent, subjects and some had lessened interest because of "no perceived threat of another imminent crisis."

Planners also said delays have occurred because of lack of specific guidance from DOT, because of dearth of information about possible federal or state action in case of a gasoline shortage and because of confusion about the relationship of these contingency plans and the state emergency plans required under the 1979 law.

Because earlier shortages had major impacts on transit systems, six of the seven urban areas had completed contingency plans as early as August, 1979. However, GAO said, these will not be of great use since they are restricted by limits set by equipment, personnel and, sometimes, authority to operate. Besides, transit systems need cooperation from other organizations to carry out their plans.

• Congress should support regional planning, make funds available to communities, and require an approved contingency plan as a condition for receiving federal transportation aid, GAO said.

To expedite workable strategies and correct deficiencies in existing plans, GAO said, DOT should work with the Energy Department to develop specific information on potential gasoline shortfalls; develop specific criteria and advice on the contingency plans; provide guidance on the relationship between regional and state plans, and establish a review process.

In addition to the clear signal that gas rationing plans are not acceptable, the Reagan Administration draft energy policy paper says that cutting back on oil imports, forcing conservation, and developing synfuels may not be in the nation's best interests.

It credits higher sales, cost reduction

GM earns $515 million in quarter

By Edward Lapham
Financial Editor

General Motors said "higher factory sales and operating efficiencies resulting from intensive cost-reduction efforts" allowed it to report second-quarter net earnings of $515 million ($1.72 a share) compared with a net loss of $412 million ($1.43 a share) in the same period last year.

Sales in the period rose 30.7 percent to $18.02 billion from $13.79 billion in the April-June period last year.

Chairman Roger B. Smith and President F. James McDonald said the continued improvement which brought the company its third consecutive profitable quarter "reflects the intense efforts of our worldwide organization to control costs and improve profitability, despite the continuing pressure of inflation on labor and material costs."

The second-quarter results pushed net income for the first half of the year to $705 million ($2.35 a share) compared with a net loss of $257 million (91 cents a share) for the first six months last year.

Net sales for the first half of the year rose 14.4 percent to $33.74 billion from $29.5 billion the preceding year.

Smith and McDonald said the company still has an $8 per hour labor cost disadvantage compared with the Japanese auto makers.

• The two executives also said the company's current earnings levels are not sufficient to support the required higher levels of spending for products, plants and technology.

They said that with the higher levels of required expenditures as well as the "attendant higher amortization and depreciation expense," it is "imperative" the company "achieve substantial reductions in labor, materials and other fixed costs in order to maintain and expand the corporation's competitive strength in the worldwide marketplace."

GM's financial position during the second quarter remained relatively stable. Cash and marketable securities on hand rose slightly to $2.2 billion at June 30 from $1.9 billion at March 31, although they were off from $3.7 billion at Dec. 31 and virtually the same as $2.3 billion one year ago.

The company's current assets to current liabilities ratio did slip somewhat in the period, however. At June 30 the ratio was 1.13 to one, compared with 1.19 to one at March 31, 1.26 to one at Dec. 31 and 1.49 to one at June 30, 1980.

GM said its pre-tax income in the second quarter was $892.4 million, representing a turnaround of $1.75 billion from the pre-tax loss of $862.3 million on the same period last year.

GM listed a combined depreciation and amortization total of $1.29 billion in the second quarter and $2.42 billion for the half, compared with $1.14 billion in the April-June period and $2.19 for the first six months last year.

Total stockholders' equity rose in the period to $18.26 billion from $17.88 billion at March 31, although it was down from $18.52 billion at June 30 last year.

• The two top GM officials said the third quarter outlook is "tempered by production declines typically associated with extensive model changeovers, as well as by economic sluggishness aggravated by high interest rates."

GM's factory sales of cars and trucks built in the U. S. totaled 1.456 billion in the second quarter, up 24.8 percent from 1.167 million in the period last year but off 25.9 percent from 1.964 million in 1979.

For the first half, U. S. factory sales were up 2.1 percent over last year to 2.618 million from 2.564 million, although the total was off 30.1 percent from the 1979 total of 3.743 million.

GM's total worldwide factory sales rose 16.7 percent over the comparable 1980 quarter to 2.066 million from 1.771 million, but was off 22.7 percent from 1979's 2.674 million.

The year-to-date total for the first half of the year was 3.756 million, off 1.3 percent from 3.805 million last year and down 27 percent from 5.144 million in 1979.

Working capital at June 30 totaled $1.68 billion compared with $3.15 billion at Dec. 31, $5.35 billion at June 30, 1980, and $8.52 billion at June 30, 1979.

GM said the average cost of an hour worked by U. S. hourly employes was $19.40 in the April-June period, compared with $19.70 in the first quarter, $18.00 in the second quarter last year and $14.85 in the comparable period of 1979.

The average number of worldwide employes in the period was 771,000 up from 758,000 in the first quarter and 732,000 in the April-June period last year, but down from 886,000 in the second quarter of 1979.

AUTO MAKERS' FINANCIAL RESULTS

NET PROFITS (LOSSES) IN MILLIONS

	1981		1980	
	Second Quarter	First Half	Second Quarter	First Half
General Motors	$ 515	$ 705	$ (412)	($ 257)
Ford Motor Co.	60	(379)	(468)	(632)
Chrysler Corp.	12	(287)	(536)	(985)
American Motors	(20)	(71)	(88)	(95)
Total	$ 567	($ 32)	($1,504)	($1,969)
Net Improvement 1981 vs. 1980	$2,071	$1,937		

Ohio dealers pay county to process car titles

YOUNGSTOWN, O. — Automobile Dealers Assn. of Eastern Ohio is paying wages of four county clerks in financially strapped Mahoning County to process new- and used-car titles. The county has a backlog of 1,000 titles.

A county spokesman said several dealers had $200,000 to $300,000 in sales awaiting title work. The dealer group is picking up the $4 per hour tab for each of the clerks, expected to work for a month on association members' titles only.

Andersen names Reese

KANSAS CITY.—Jules Reese has been appointed treasurer and chief financial officer of Lloyd Andersen & Co., which provides financial and insurance services to new-car dealers.

Changeovers hold week's output to 102,300

Weary days for auto production

By Patricia Hoffman
Staff Writer

With several plants down for the 1982 model changeover, domestic auto production last week fell below the previous week's total, although output was far above that of the comparable 1980 period.

Last week's output for the auto makers was scheduled at 102,300 units, down 9.22 percent from 112,686 completed in the previous week, but up 64.17 percent from 62,314 in the comparable week last year.

Year-to-date, domestic auto production is 6.40 percent above the comparable 1980 period. The makers have completed 4,109,965 units so far this year, compared with 3,862,724 in the same period last year.

Breakdown for the week by company is: General Motors, 53.92 percent; Ford Motor, 26.83 percent; Chrysler Corp., 12.31 percent; Volkswagen of America, 3.68 percent; American Motors, 3.23 percent, and Checker Motors, 0.03 percent.

Chrysler's Belvidere assembly point scheduled Saturday overtime last week (Aug. 1). The facility has slated downtime beginning tomorrow (Aug. 4) for changeover to '82 models. Operations are scheduled to resume Aug. 10.

Also at Chrysler, the Newark assembly plant has slated downtime beginning this week. The facility is scheduled to return with '82 models Aug. 24.

Chrysler's Jefferson plant, which closed for changeover July 27, is slated to resume operations Aug. 10.

Ford's Wixom assembly point, down for changeover since July 13, will return today.

Other changeover plant schedules are:

GM's Linden plant, which closed July 22, will return Aug. 17 for final assembly of '81 models. The facility is then scheduled to close Aug. 18 for '82 changeover and will resume Aug. 19.

GM's Leeds point, which closed July 31 for changeover to the new J-cars, will return sometime in October.

Also at GM, the Detroit Cadillac plant, down since July 17, will resume Aug. 17. Van Nuys, also down since July 17, will be back Oct. 12.

GM's Janesville plant will close Aug. 7 for changeover to the '82 J-cars with operations slated to resume Sept. 8. GM Lansing, down since July 22, will be back in mid August, and the Flint plant, down since July 13, returns today.

Truck production shows effects of changeover time

U. S. truck production last week dropped considerably below the previous week's total, but output was substantially above the comparable 1980 figure.

Last week, the domestic truck manufacturers scheduled 28,041 units, down 11.86 percent below the 31,814 units completed in the previous week, but up 39.88 percent from 20,046 trucks assembled in the comparable period last year.

Several truck facilities remained idle last week for the 1982 model changeover. General Motors' Janesville and St. Louis assembly points went down July 24, with operations at both plants scheduled to resume Aug. 31.

Lordstown truck point, which closed for changeover July 30, is slated to resume production Aug. 24.

Chrysler Corp.'s Warren truck facility returns today (Aug. 3) with 1982-model production of light-duty pickup trucks and sport-utility vehicles. The point closed for changeover July 27.

Changeovers cut Canadian output of cars, trucks

With several assembly plants down for '82 model changeover, Canadian auto and truck production last week fell below the previous week's output. The total for the week, however, remained above the comparable 1980 figures.

Last week's output for the Canadian auto makers was slated at 11,333 units, down 10.97 percent from 12,730 completed in the previous week, but the total was 69.83 percent above the 6,673 completed in the comparable 1980 week.

Year-to-date output for the auto manufacturers was 525,437 units, 3.39 percent above the 508,212 cars completed in last year's comparable period.

Truck production last week was scheduled at 6,122 units, down 24.64 percent from 8,124 built in the previous week, but the total was 56.21 percent above the 3,919 trucks assembled in the comparable week in 1980.

Chrysler Corp.'s Windsor truck facility, down since July 17 for changeover to '82 models, returns today (Aug. 3).

General Motors' Oshawa truck assembly point, which shut down for changeover on July 31, also resumes operations today.

Downtime for the '82 model changeover continues at several assembly plants. They are:

Chrysler's Windsor car facility, down July 24 with operations slated to resume Aug. 10; GM's St. Therese car point, down July 23 with production resuming Aug. 14, and GM's Scarborough truck plant, down July 29, scheduled to resume Aug. 18.

Volvo's Halifax car point closed today for changeover, with operations slated to resume Aug. 21.

Ford Motor's Oakville (No. 1) point is slated to close Thursday (Aug. 6) for an extensive changeover period. The plant is not scheduled to resume operations until Nov. 29.

Honda rust settlement OK'd fix could cost $10 million

Continued from Page 2

reliability, durability or maintenance.

The theory is that companies knowing of significant problems and how to avoid or minimize them have the obligation to inform owners and that failing to do so obligates them to make repairs or reimburse consumers.

Although this is the first case that involves cars made in Japan, FTC brought similar cases successfully against Ford Motor in the piston-scuffing case and Chrysler Corp. in the rust case.

A case employing the same principle is pending against General Motors involving transmissions and diesel fuel pumps in 1975-80 cars. It could involve as much as $150 million in repair costs.

• The Chrysler rust problem concerned fenders on 1976-77 Volares and Aspens. The estimated cost to Chrysler was $45 million on the premise that about 200,000 of the potential one million cars would exhibit the problem.

The FTC staff said the Honda investigation was started last September and indicated Honda has known of the problem on its early models for at least two years. FTC had about 200 complaints. The '79 and later Hondas do not have the problem.

FTC learned of the situation through individuals and from the Center for Auto Safety.

Schwab appointed

HARRISBURG, Pa. — Karl J. Schwab has been named executive vice president of Intercontinental Service Agency, Inc., affiliated with Black, Bower, Davis & Shue Agency. Intercontinental, with offices in Harrisburg and York, Pa., was developed primarily to provide insurance services to automobile dealers.

U. S. CAR PRODUCTION

	Week Ended Aug. 1, 1981	Week Ended Aug. 2, 1980	Week Ended July 25, 1981	July Est.	Jan. 1 to Aug. 2, 1980	Jan. 1 to Aug. 1, 1981
AMERICAN MOTORS	3,300*	2,220*	3,200*	14,820*	97,243*	71,954*
AMX	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	12,600	.....	15,404	74,053	356,905	508,363
Plymouth Total	6,400	.....	7,293	38,481	162,815	263,393
Horizon	3,400	.....	2,808	15,415	93,681	99,912
Reliant	3,000	.....	4,485	23,066	.....	153,894
Volare	.....	.....	.....	.....	51,740	.....
Caravelle	.....	.....	.....	.....	4,083	2,139
Gran Fury	.....	.....	.....	.....	13,311	7,448
Chrysler Total	.....	.....	.....	.....	47,820	22,098
LeBaron	.....	.....	.....	.....	36,304	17,236
Chrysler	.....	.....	.....	.....	11,516	4,862
Dodge Total	6,200	.....	811	35,572	146,270	222,872
Omni	4,400	.....	3,812	18,518	81,062	85,752
Aspen	.....	.....	.....	.....	36,899	.....
Aries	1,800	.....	4,299	17,054	.....	120,794
Diplomat	.....	.....	.....	.....	17,585	12,644
St. Regis	.....	.....	.....	.....	10,724	3,682
FORD MOTOR	27,443	6,769	29,085	75,358	737,110	836,960
Ford Division	19,324	4,337	20,067	52,586	543,061	571,619
Escort	6,585	.....	6,737	17,699	.....	212,584
Pinto	.....	.....	.....	.....	68,179	.....
Fairmont	3,576	2,615	4,181	10,553	148,898	122,259
Must./Must. II	4,165	.....	4,153	11,636	145,302	101,451
Granada	2,844	.....	2,758	7,257	49,412	51,862
Thunderbird	2,154	.....	2,238	5,441	77,383	42,577
Ford	.....	1,722	.....	.....	53,887	40,886
L-M Division	8,119	2,432	9,018	22,772	194,049	265,341
Mercury Total	8,119	2,432	9,018	22,772	174,502	229,044
Bobcat	.....	.....	.....	.....	12,445	.....
Lynx	1,969	.....	2,782	6,460	.....	74,277
Capri	1,264	.....	1,466	3,774	41,891	35,549
Zephyr	1,089	1,148	904	2,878	48,042	37,291
Cougar/Monarch	1,431	.....	1,530	3,810	16,409	26,827
XR-7	1,072	.....	1,026	2,616	25,757	18,838
Mercury	1,294	1,284	1,310	3,234	29,958	36,262
Lincoln Total	.....	.....	.....	.....	19,547	36,297
Lincoln	.....	.....	.....	.....	7,649	17,699
Mark VI	.....	.....	.....	.....	10,037	18,598
Versailles	.....	.....	.....	.....	1,861	.....
GENERAL MOTORS	55,162	48,950	61,317	349,273	2,543,854	2,580,879
Buick Division	9,787	5,465	10,461	58,725	496,893	547,676
Skylark	6,595	3,836	6,595	28,854	139,254	163,423
Century	.....	.....	.....	1,727	107,564	86,881
Regal	2,250	723	2,262	14,590	129,695	164,041
Buick	942	906	1,010	9,636	92,621	97,991
Riviera	.....	.....	594	3,918	27,759	35,340
Cadillac Division	1,000	.....	2,036	21,403	124,755	169,373
Cimarron	1,000	.....	1,121	4,375	.....	9,061
Seville	.....	.....	209	1,444	21,265	15,919
Eldorado	.....	.....	706	4,743	33,224	40,081
Cadillac	.....	.....	.....	10,841	70,266	104,312
Chevrolet Division	29,130	28,440	25,482	152,249	1,078,361	964,868
Chevette	8,105	9,740	8,918	41,161	280,591	215,591
Cavalier	4,470	.....	4,654	20,243	.....	45,562
Monza ('80)	.....	3,320	.....	.....	102,825	.....
Camaro	.....	1,570	.....	8,641	79,725	87,073
Citation	6,390	8,245	6,553	35,174	288,504	231,180
Malibu	2,285	3,995	2,333	13,003	167,060	161,409
Monte Carlo	2,090	770	2,074	12,097	60,583	92,043
Chevrolet	4,800	.....	3	17,364	72,494	112,130
Corvette	990	500	947	4,566	26,579	19,880
Oldsmobile Division	4,455	8,388	12,181	59,990	494,003	567,373
Omega	3,705	2,167	3,735	16,609	73,596	97,266
Cutlass	.....	5,195	2,549	19,217	253,681	272,940
Oldsmobile	750	1,026	5,435	21,024	141,610	167,744
Toronado	.....	.....	462	3,140	25,116	29,423
Pontiac Division	10,790	6,657	11,157	56,906	349,842	331,589
Acadian†	225	240	226	1,616	14,308	14,065
J2000	2,952	.....	2,423	12,170	.....	34,982
Sunbird ('80)	.....	3,093	.....	.....	90,449	.....
T1000	2,043	.....	2,303	5,792	.....	48,040
Firebird	.....	799	.....	5,119	51,685	43,457
Phoenix	2,021	2,525	1,949	9,682	85 004	72,587
Grand Prix	1,796	.....	2,319	9,930	35 440	66,796
LeMans	1,401	.....	1,570	6,937	34,611	41,928
Pontiac	352	.....	367	1,660	38,345	9,734
VOLKSWAGEN	3,760	4,375	3,645	16,564	126,042	110,451
CHECKER	35*	.....	35*	140*	1,570	1,358*
Total Cars, U. S.	102,300	62,314	112,686	530,208	3,862,724	4,109,965

TRUCK PRODUCTION IN U. S †

	Week Ended Aug. 1, 1981	Week Ended Aug. 2, 1980	Week Ended July 25, 1981	July Est.	Jan. 1 to Aug. 2, 1980	Jan. 1 to Aug. 1, 1981
CHEVROLET	3,186	7,384	7,637	37,425	290,254	336,705
DODGE/PLYMOUTH	.....	.....	1,470	7,185	84,700	57,926
FORD	16,774	5,230	15,770	40,671	314,186	379,951
GMC	1,501	3,817	2,057	12,929	101,145	113,201
INTERNATIONAL	1,690	2,115	.....	2,501	32,916	40,212
MACK	.....	.....	.....	.....	14,917	.....
JEEP	2,500*	.....	2,500*	11,500*	51,105	55,971*
AMC CORP.	50*	225*	50*	334*	5,789	2,535*
VOLKSWAGEN	1,400*	650*	1,400*	6,440*	24,525*	38,200*
MISCELLANEOUS	940	625	930	4,232	17,806	27,212
Total Trucks, U. S.	28,041	20,046	31,814	123,217	937,265	1,051,913

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 1, 1981	Week Ended Aug. 2, 1980	Week Ended July 25, 1981	July Est.	Jan. 1 to Aug. 2, 1980	Jan. 1 to Aug. 1, 1981
CHRYSLER CORP.	.....	1,600	14	5,171	23,798	47,060
FORD MOTOR	2,800	800	3,217	8,539	110,099	96,624
GENERAL MOTORS	3,077	1,044	4,893	21,953	150,017	180,148
AMERICAN MOTORS	.....	.....	.....	.....	11,644	.....
INTERNATIONAL	245	475	.....	357	9,428	6,651
MACK	.....	.....	.....	.....	1,417	.....
Total Trucks, Canada	6,122	3,919	8,124	36,020	306,403	330,483
N. American Trucks	34,163	23,965	39,938	159,237	1,243,668	1,382,396

†—New includes window van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
AM General will no longer be figured in with North American trucks.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 1, 1981	Week Ended Aug. 2, 1980	Week Ended July 25, 1981	July Est.	Jan. 1 to Aug. 2, 1980	Jan. 1 to Aug. 1, 1981
AMERICAN MOTORS	720	.....	730	3,390	.....	20,227
CHRYSLER CORP.	.....	.....	2,541	8,719	38,578	29,682
FORD MOTOR	6,404	5,440	1,032	12,071	151,027	136,439
GENERAL MOTORS	3,984	1,008	8,202	36,415	312,252	332,607
VOLVO	225	225	225	1,008	6,355	6,482
Total Cars, Canada	11,333	6,673	12,730	61,603	508,212	525,437
N. American Cars	113,633	68,967	125,416	591,811	4,370,936	4,635,402
N. American Trucks	34,163	23,965	39,938	159,237	1,243,668	1,382,396
North American Cars and Trucks	147,796	92,952	165,354	751,048	5,614,604	6,017,798

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.